

# A-ONE EXPLORING JOURNALISM

For Competitive Examinations  
C.S.S., P.M.S(P.C.S), as well as  
Graduate and Post-Graduate



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**A-ONE**

# **EXPLORING JOURNALISM**

(For Competition Examinations)  
as C.S.S: P.M.S (P.C.S) as well as  
Graduate and Post-Graduate  
Classes in journalism.  
(Revised and Enlarged Edition)

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## PREFACE TO THE FIRST EDITION

In recent few years, it has been observed that the discipline of journalism has been gaining ground in Pakistan in sure manner. The said phenomena and growing interest in journalism may have originated in the comparatively better scope and opportunities in the field of journalism, and moreso in the fact of growing popular consciousness. Today we can assert that journalism is somewhat an epitome of all social sciences besides the emblem of the craft of writing. In other words, we can state that in journalism are usually started all the practical interpretation of the social sciences. This is the moot-point of the interesting phenomena of social sciences. However it does not imply that physical sciences, technologies and medical sciences has no scope in the field of journalism. They too equally find coverage in the newspapers.

Moreover, journalism is comparatively a most dynamic and sensitive discipline, and absorbs the ever-growing knowledge and yet adapts itself according to the changing social, economic and political circumstances involved. Journalism is that peculiar discipline which by its dynamism, sustains and grows on ever-growing scope of general knowledge. If, on the one hand it demands high mental accomplishments; on the other hand it demands great fund of physical fitness and perseverance and toleration. In short, journalism is a discipline which is dependent on the intellectual achievements, accomplishments and alertness, as well as physical fitness.

No doubt, there are available two or three standard books of journalism which fact, however, does not preclude the way of new books on the subject. No one can claim to be the seer of knowledge, nor one can enjoy the monopoly, new books provide grounds for competition and as such advancement of the knowledge. With these views, I have undertaken to compile this book on journalism, which I consider a humble contribution to the ever-growing knowledge. However, I can claim to have composed this book in a way as to suit the needs and requirements of graduate and post-graduate students of journalism. Primarily, it has been written for the candidates who intend to appear in the competitive examinations held in the country. It has been written strictly according to the new trends in the syllabus prescribed. However, general readers can also utilize it, to their great benefit.

In the end, I thank all of my colleagues who rendered rich cooperation, especially Saeed Ahmed, Badar Ishaq Baig (Advocate). I invite all the readers, teachers and the journalists to point out the flaws, defects and suggestions to make it more useful. I shall be grateful for such cooperation.

Dated: 5th June, 1980

## PREFACE TO THE SECOND EDITION

It gives me great pleasure and a sense of firm courage that a newly revised and enlarged edition is being issued, which bespeaks itself of its popularity among the students community and others. The book has been completely revised and enough matter has been added to make it more and more profitable and exhaustive. Still, it is requested for fresh suggestions and proposals to be considered in the light of new circumstances and growing developments in the discipline of journalism. I offer my deepest and sincerest gratitude to all who assisted me in composing this book.

Mirza Muhammad Yousaf

## PREFACE TO THE THIRD EDITION

It is great honour for me to revise and enlarge this edition. New chapter, like "Electronic Media" and PEMRA are added to make this book more profitable and fruitful for the students of Journalism. Still a room for improvement in this book is needed. Positive criticism and suggestions and proposals for improvement in topics and text are warm welcome to make this book highly valuable. I offer my thanks to assist and support to complete this edition.

Faqiha Abbas

Oct., 2009

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## CHAPTER-1

# COMMUNICATION

## 1. INTRODUCTION TO COMMUNICATION

Aristotle tells us a very simple truth when he says: "He who is unable to live in society, or who has no need because he is sufficient for himself, must be either a beast or God". It is a truism universally acknowledged in all the corners of the world. It essentially implies that man is a social animal. He is born in society and he lives in society. The fact is that man biologically psychologically is embedded in society, in a social fabric, and cannot live in seclusion from his fellow beings. Man is a very, gregarious animal, living in or pertaining to flocks or communities and is fond of being among other people. His fondness in clusters in like beings or fellows is natural, and fundamentally linked to his emotional build-up and attuned to his psychological and biological needs. Gregariousness is obviously for two potent reasons. He is easily affected by sympathy and the desire for sympathy. He prefers company to solitude. He admires and imitates others, and he likes to be admired and imitated. These social impulses and biological needs aside necessity also compels a man to live a social life. No man is self-sufficient, and nature has not created one. His needs are many and are of multi-purpose and numerous. For the satisfaction of his diverse needs and fulfilment of his various purposes, he must associate with his fellow-beings and seek their cooperation.

The very gregariousness of man impels him to lay the foundations of contact-system with his fellow-beings on sure and firm bases. From times immemorial, man has evolved a

system of signals to 'Communicate' his ideas to others, which later turned into sophisticated forms and complex system of communication to cover the niceties involved. In all events and circumstances of life, the system of communication hinges around the modes of language. As such the primitive signals and gestures were the normative and formative harbingers of evolving systematized languages in the world. The factors and social processes, stresses and strains in the family, tribe and society's entity, existence and continuance precipitated the evolution of language. It is no exaggeration that in the absence of language, the progress of human civilization and culture would have been adversely denied rather checked.

The evolution of language is not known, and the annals of world history deny us any sure and firm factual position about it. Theories that language derives from echoic imitation, sound symbolism instinctive cries, outputs of breath accompanying exertion, or oral gestures. Originally corresponding to bodily movement, account for only small part of the known phenomena of language. Languages are in a constant process of change, in sound, in form and in meaning, so long as they are spoken. The evolution of language is generally from complex forms to simpler and more freely combinable forms. It will be observed that languages form pivotal part of communication, without which man would have to undergo spiritual and mental torture, almost tantalizing experience, involving complete isolation quite inconsistent with the human psychology and rather the negation of all human progress. As such, the languages are the organized systems of speech used by human beings as a means of communication among themselves. Languages are not the only organized systems of speech and means of communication, but are the most important source of communication among human beings, as being utilized for Radio, Television, Newspapers and Books etc.

With reference to above-mentioned means of communication, it has assumed the control, significance in all forms of conveying of ideas, even including on individual levels. The sending out of ideas will be a useless exercise, if it is not accompanied by skilfulness and expertise in proper and meaningful communication. Effective communication has always been the subject of the experts. Today, the

communication occupies the pivotal place in all departments of life in the world. No phase of private and public life has escaped its powerful clutches and its influence. On the one hand, it has intruded into the privacy of the individuals, and on the other hand, it has lent light and colour rather the new dimension to human life which was glaringly absent and missing in the past.

## 2. MEANING OF COMMUNICATION

It is rather inappropriate to pinpoint the communication to a single phase or channel e.g., T.V., Radio, Telephone, Internet, Cable, Newspaper or writing a letter. The subject of communication involves its act, process and its various implications. The word "Communication", meaning to pass or give on information, feelings, disease etc, also to make others understand one's ideas or to be in touch by words or signals or to transmit information, thought or feeling so that it is satisfactorily received or understood. As such communication is a way of a sending, giving or exchanging of information, ideas etc., or a process by which information is exchanged between individuals through a common system of symbols, signs, or behaviour; also a technology of the transmission of information as by the printed word, telecommunication" derives its origin from the "Old French" word "Communication", besides the "Latin word" of "Communis" which implies the meaning of commonness, a firm feeling of commonness between the senders and the receivers. In this sense, the communication experts are actively engaged in bridging the gap and in the proper arrangement of inflow and outflow of information. As such, the process of communication entails the establishment of commonness with information, an idea or an attitude. From journalistic point of view, we are more concerned with that sense and essence of communication, which is related solely to provide a proper standing of commonness to the sender and the receiver for a particular message.

## 3. DEFINITIONS OF COMMUNICATION

### A: Dictionaries:

First of all, we should look up to the standard dictionaries in order to fully comprehend the meaning of the word "communication".



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- i) Longman Modern English Dictionary defines it, as "a sending, giving or exchanging of information, ideas etc."
- ii) Chamber's Twentieth Century Dictionary defines it, "means of giving information as the press, cinema, radio and television".
- iii) Oxford English Dictionary defines it, as "the imparting, conveying or exchange of ideas, knowledge etc., whether by speech, writing or signs."
- iv) New World Dictionary of the American Language defines it "a giving or exchanging of information, signals or messages by talk, gestures, writing etc., system of sending or receiving messages, as by telephone, telegraph, radio etc".
- v) Webster's New Dictionary of Synonyms, it stands for "intercourse, Communion," correspondence, dealings and conversation."
- vi) American Dictionary defines it as "an act or fact of communication; an intercourse by words, letters or messages and an inter-change of ideas or opinions."
- vii) Webster's New Collegiate Dictionary defines communication as "a process by which information is exchanged between individuals through a common system of symbols, signs or behaviour; also a technique for expressing ideas effectively in a speech."

## B. Experts

Let us study the various definitions of communication, offered by the noted teachers of journalism, active journalists and other scholars as given below:

- i) Charles E. Osgood: He defines as "In the most general sense, we have Communication whenever one system, source, influences another, the destination by manipulation of alternative signals which can be transmitted over the channel connecting them."
- ii) Claude Shannon and Warren Weaver defines it, as "the word communication includes all the procedures by which one mind may affect another." They further

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assert that "this process involves not only written and oral speech but also music, the pictorial arts, the theatre, the ballet and in fact all human behaviour." In another broader sense and definition, they state that communication includes the procedures by means of which one mechanism affects another mechanism.

- iii) Charles Colley defines as, "the mechanism through which human relations exist and develop — all the symbols of the mind together with the means of conveying them through space and preserving them in time."

## C. Encyclopaedia

The Columbia Encyclopaedia defines the communication in a peculiar way, it states that it is "the transfer of thoughts and messages as contrasted with transportation, the transfer of goods and persons. The basic forms of communication are by signs (sight) and by sounds (hearing)."

## Significance Analysis of Definitions:

From the foregoing meanings, sense and definitions of the communication, we can draw the following conclusions and the fundamental ingredients forming its collective sense.

- i) That Communication is a fundamental social process, as stated by Edward Sapir. The act and process of communication cannot exist and take place in void. He recognises communication as the fundamental social process. It derives its entity from the society and nourishes on the social norms. It keeps the bonds of human groups and communities and even the international community on sound and firm structure. Communication essentially co-exist with the human beings and is sub-servient to the ebbs and tides of human progression. To quote Edward Sapir, 'It is highly intricate network of partial or complete understandings between the members of organizational units of every degree of size and complexity, ranging from a pair of lovers or a family to a league of nations or that ever-increasing portion of humanity which can

be reached by the process, through all its transnational ramifications." — Edward Sapir.

- ii) Besides being a social process, the idea of communication involves a cycle of transfer of information, inter-change of ideas, knowledge thoughts and messages.
- iii) Though the above-said meanings and definitions apparently and widely differ in terminology, yet all hinge on the purport of the transfer of information.
- iv) Above definitions essentially distinguish between the inter-change of ideas, knowledge, thoughts and messages and the transfer of more material things. All point towards the basic fabric that important ideas have no use unless they are properly and effectively communicated; whereas the skill in communication has no use without important and worthwhile ideas.
- v) The purpose of communication is to transmit or transfer or convey an idea or feeling from a source to a receiver; to bring about desired effects in the form of alteration of some idea, a change in attitude toward the idea, or the change in overt behaviour.
- vi) Today all activities of the individual, state revolve around the practical swing of communication. The failure and successes in individual's life, commercial field, political arena, economic struggles, diplomatic somersaults, in short all multi-purpose activities are basically attached to communication. Today communication is used in diverse sense and meanings as it pre-supposes a social context and bearing.
- vii) Communication commands the broadest and the widest currency in the present age. It has effectively permeated into the public and private life; shattered the privacy of houses and lent new meaning, a new dimension to the human life.
- viii) It will be worthwhile to study a quotation from James C. Mccroskey, wherein he observes, "The word communication is applied in only two basically different ways. It may refer to the process of

transferring messages from one place to another or it may refer to the process of one person stimulating meaning in the mind of another by means of a message. Telephone communication is an example of the transmission of messages from one place to another. The primary characteristic of this type of communication is that it is concerned with messages rather than with meaning. If a message is picked up by an instrument, carried over a wire to another instrument, telephone communication has been successfully established."

In our world of journalism, we are mainly concerned and interested in one aspect, that is "It may refer to the process of one person stimulating meaning in the mind of another by means of a message.

#### 4. TYPES OF COMMUNICATION (SOCIAL POINT OF VIEW)

In this Connection, there are the three phases or types of communication from social point of view,

##### i. Intra-Personal Communication (Intraco):

It is the intra-personal communication, in which process is operated by the people consciously or unconsciously with the aid of verbal, non-verbal or vocal aids and levels. All organisms heavily depend on effective system of intra-personal communication in order to interact with external forms of communication. As such intra-personal communication is the root of all other communication. In other words, other types or phases of communication originate in intra-personal communication, and to which they must adjust. Intra-personal communication essentially comprises of all the basic components and elements of communication and hence becomes the model of all other forms of communication. In the intra-personal community, the human eyes and ears serve as the senders or transmitters of electro-chemical impulses (messages) through the medium of the central nervous system, whereas the brain is the receiver of the said impulses. In this context, some terms needs definitions and necessary amplification such as:

- a. **Verbal:** it relates to or consists of words; relating to or involving words rather than meaning or substance.

As such verbal process entails memorizing any speech lint from a poem or play or drama.

- b. **Non-Verbal** entails the biological vehicles of communication which arise in case of anxiety, fear as of the coming examination or uncertain results related to some hidden fear or anxiety.

- c. **Vocal:** it relates to biological outbursts, arising spontaneously with the essential ingredients of self-help volition, intention etc.

#### ii. **Inter-Personal Communication:**

Its scope is certainly broader than the intra-personal communication. It is the peculiar type of communication in which all the components of a model communication properly play their effective roles. In this process, one individual stimulates the message or the meaning in the mind of another individual, it is rather a face-to-face situation which enables to communicate about persons or things not directly in view.

#### iii. **Extra-Personal Communication:**

It is that type or process of communication in which environment plays its pivotal role in facilitating man in giving rise to his impressions as plants and animals. It is a communication of man and environment's inter-play and interactions.

#### iv. **Mass Communication (Masscom):**

It is a type of large-scale communication, it essentially involves the support of mass media which serves as an intermediate transmitter of information, as newspapers, magazines, film, radio, television books, or the combination of these media. It obviously is the most apparent and significant type of communication, comprising of most modern and sophisticated and most powerful combination of media and thereby plays most effective and most pervasive role in the society. Mass communication is the most respected, the most feared type of the communication, affecting simultaneously all the geographical areas of the world. Mass communication

takes place only through mass media, realizing numerous purposes and affecting vitally the large areas and zones.

#### v. **Oral Communication**

Though there is a unanimity of views among the experts, teachers and scholars of journalism on the issue of differences between oral and written communication, yet the unanimity of pointing out the preciseness of difference is absent. Oral Communication includes shorter sentences, fewer precise details rather more pseudo-precise details, fewer different words, words with fewer syllables end more self-reference words. As the oral communication is qualified itself, it contains more extreme and superlative words like more, never, all, always, every etc. The characteristics of oral communication specifically and basically entail more qualifying statements, more contractions, more interjections, more repetition of words and syllables and also more colloquial and non-standard expressions. It has been potently observed that oral communication mainly proves more clear in major cases, only if they are presented clearly, and composed intelligibly in order to be transmitted and be understood by the receiver.

#### vi. **Written Communication:-**

As compared to the oral communication, written communication carries more weight and are often liable to be referred to and studied curiously. Therefore written communication is essentially qualified with certain characteristics. First of all, the written communication should be accurate and clear, which does stimulate the mind of the receiver. Written communication should be perfectly accurate from grammatical errors to avoid the possible confusion. Secondly the language should be compatible with the subject, the source and the audience. Thirdly the written communication should be purged of all kinds of redundancy, verbosity, colloquialism, superfluity and avoid the use of extra words. These linguistic, and grammatical maladies disease the whole written fabric of communication, and add confusion and inaccuracy. Lastly the written communication should be characterized and qualified with vivacity, which lends lustre and immediate and lasting effect.



### Three types of Communication:

As per definition of communication attuned to the journalistic canons, there are three types of communication.

#### i. Accidental Communication:

It is a communication having no intentional, conscious and voluntary basis, it is just an accidental phase of communication arising in the mind of another person. There is no volitional, intentional effort on the part of the active agent or the speaker, who does not exercise his will. The accidental communication may be considered the weakest type of communication, with no significant and pivotal role in social life, yet it frequently plays a crucial but covert, role in an unintentional, unconscious and inactive and unvolitional manner.

#### ii. Expressive Communication:

It is not only intentional and volitional act but is mainly concerned with the human emotions, rather steeped in the motive of the individual. However there is a covert intention and volition, which remains and exists in inactive form. In expressive communication, the intention remains unrealized and in potential form. It arises due to some sudden and unexpected injury, pain which results in spontaneous expressive communication, it is highly possible to repress the expressive communication in the presence of others.

#### iii. Rhetorical Communication:

In this type of communication, an intentional and conscious process of stimulating the other source with the selected meaning in the mind of a receiver with the aid of verbal and non-verbal messages. In above sense, verbal messages are basically related to the symbolic language by oral or written means; whereas non-verbal messages comprise of all other forms of messages as waving hands, pitch of the voice, nodding the head, facial smile or grin. Rhetorical communication comes under our active study of journalistic field, as it is result oriented, goal-oriented. It comes under the gambit of our proper and correct tools and phases of communication, keeping in view the correct perspective of language used and the colloquialism in currency.

### 5. THE PROCESS OF COMMUNICATION

From the foregoing study of the term "communication", we have studied its various areas, comprehension and definition, application and significance; we have gathered that communication today is multi-purpose, multi-faceted phenomena and multi-disciplinary area of study, deeply embedded and rooted in the relevant culture. As such communication and culture are inter-related, inter-dependent and complementary. Thus the study of culture is not detached from the study of the communication; both are basically integrated and fundamentally originate from the social studies. Communication has been briefly but aptly defined as "social inter-action through messages,"

#### a. Elements or Components of Communication

In previous pages we have studied the communication as the vehicle of sharing information, togetherness or commonness with information, an idea or an attitude. In the process of communication four elements or components are at play. As a quadruple process, it entails, the source, the sender, the message and the destination.

i) Source or the sender:- It may be an individual speaking, writing, drawing or gesturing; it may assume the form of organization as a newspaper, a studio, a publishing house, a broadcasting house, television station, a motion picture studio etc. Without the source or the sender, the process of communication is not possible. It is of primary and vital importance and is the basic ingredient in communication, rather is the first rung of the ladder of communication and the first link in the chain of transmission. The variety of the sources is not only diverse but numerous, involving human beings' activities and engagements and the utilization of the latest technological gadgets.

ii) Message:- The message can be termed as the crux of the whole process and the second vital rung and link in the ladder of the communication. It may assume the form of verbal, non-verbal or vocal message. As Wilbur Schramm says, the message may be in the form of ink on paper sound waves in the air or any other signal

capable of being interpreted? meaningfully. It may appear in the form of sound waves on the air to be turned into vocal chords of words, vibrations or oscillations of an electric current or the gestures with the hand. Its variety of forms does not end here, as it may appear in the nodding of the head, a smile on the face or a frown on the forehead etc. However the message should be intended move, and motivated act; and qualified with an intention which is the decisive and vital factor in constituting a message. Wilbur Schramm suggests four essential qualities or characteristics of an effective message,

1. Firstly it should be composed and designed in a manner of being capable of fully absorbing the attention of the intended destination. Messages are of infinite variety, out of which only intended and selected messages operate and work, which in turn gain the attention of the intended destination. It entirely depends on the availability and the accessibility of the message, which in turn depends on our specific needs and interest.

2. Secondly, the intended message to an intended destination, should be so designed with the signs with close reference to experience. These must be closeness, togetherness and commonness of experience between the source and the destination in order to smooth and facilitate the process of meaning. The sameness of the experience of the intended message is the crux of the communication, otherwise it will fail and crumble. Generally the said experience is classified in terms of our specific needs and interests. As such, for the successful operation and process of communication, the said message should be designed and constructed to facilitate the link in reality between the source and the receiver.

3. Thirdly the intended message should give rise to personality needs in the destination, by suggesting some ways to meet those needs. Emphasis has been laid on the personality needs which entail simple and complex situation. In simple situation, our instincts are

operating automatically, as stopping our car on seeing the red signal or withdrawing our hand on feeling a sensation of pain by touching a hot pan unconsciously. Briefly, the message should be designed strictly according to our personal needs, as the need of security, love, satisfaction of hunger; our need for freedom from anxiety etc. In this way, the intended message not only arouses a desire, but can act as a leveller and as a controller. By the message, we can propel in the right direction and guide the resulting consequences towards our intended goals.

4. Fourthly, message should be designed in a manner to suit our needs with regard to gregarious nature of the man and as appropriate to the social and cultural grouping of the sender concerned, and to make the desired response. Social and cultural groupings basically condition the attitude and, actions of its members, projecting the existing standards and values. It is not possible to set aside or shun the standards and values in the society; and in case of non-compliance with them, the process of communication is bound to complete failure and breakdown.

iii) Channel: Literally the channel means a means of communication or expression, also a path along which data passes or along which data may be stored serially as in a computer. A form of channel has to be provided. Simply the channel is some form of physical means by which the intended message or signal is to be transmitted. It may assume the form of talking, printing, or writing, sound wave, radio wave, telephone cable, the nervous system and numerous others. The choice of the channel depends mainly on the significance of the message intended to be transmitted or communicated. However the availability and audience determine the choice of channel. In primary group, the choice is easy and in other instances it becomes complicated. Basically it also depends on the sender's emotional and psychological orientation. In case of the availability of all the channels, the choice becomes complicated which is determined by many factors, as the accessibility, the familiarity of the

audience with the different channels, the nature of their trust in the channels, the relative efficiency of various channels, the reinforcement of channels by one another to make the message effective and the expected impact of various channels on the norms of a social group.

### Procedure of Communication

In the foregoing lines, we have examined the several elements and components which go and operate together in forming the process of communication. We have studied in details the implications and importance of each and every element of the communication. It is now time to study how the process of communication operates and works. We know that communication is the sharing of an oriented response towards a set of informational signs. We are fully aware now that there are four essential elements in the process of communication to be completed, namely the source or the sender, the message, the channel and the destination. We are now aware of the fact that a source may be an individual or a communication organization; that the message may be in the form of ink on paper, sound wave in the air, gesture with the hand or the vibration of an electric current; that the channels are the ways of presenting messages meaningfully as intended by the source, whether to be heard through the audio media, seen through printed and allied visual aids, made perceptible through the five senses; that the destination is the target which may assume the form of a receiver, audience, decoder, one individual, a group, a crowd, members of an organization, reader of a newspaper, viewer of T. V or a lecture audience or a group discussion etc.

1. **Encoding:** Literally the encoding means to convert (as a body of information) from one system of communication into another, or especially to convert a message into code. Whereas code means a system of signals for communication or a system of symbols (as letters, numbers, or words) used to represent assigned and often secret meanings. The code may stand for dot and dash code, handwriting, printing or the braille system (for deaf and dumb). John Fiske states the coding as "It consists of both signs and rules or conventions that determine how and in what context these signs are used

and how they can be combined to form more complex messages." Coding stands as a fully-fledged system of meaning to the members of a culture or sub culture. It must be kept in mind that a code and a channel are inter-linked closely, are interdependent rather are compatible in terms of applicability to an intended message. There are the simplest codes available to suit the channel. It is the channel which intrinsically determines the nature of the code it is able to transmit, or the mechanical media of the communication. The system of codes not only displays the social dimensions and social inter-relationship, rather this system gives rise to the social and cultural rules, to which a society is usually subservient and factually governed. The said system of codes or mutually agreed rules determine the social course and social functioning of the society, besides or allied to the social communication. The feasibility of all the codes exist, prominently as for their transmission through their relatively appropriate media and channels of communication. From journalistic point of view, codes are implicitly qualified to perform communicative and social functions besides their functions of coordination and interpretation of data.

In the process and procedure of the communication, a complete human communication system is in operation, which can be best displayed and represented by the following diagram:

Source or Sender → Encoder → Signal → Decoder → Destination

In the said process, the source or the sender gives the proper shape and form of code to the intended message. In other words, he encodes his message or information or feelings he desires to share with the receiver or the destination, designs it into a proper form or code to be easily understood, interpreted or in a form easily perceptible to its meanings. Without the existence of the source or the sender, no message could possibly be designed, formed and routed to. Without the proper form of codes, i.e. in spoken words, or in writing; it is not possible to transmit the message to the receiver or the destination. The importance of encoding is rather self explanatory. In other words, the source should have an



adequate and accurate information for forward transmission; the message should be properly and perceptibly encoded in all its accuracy and effectiveness for transmission purposes. Next step is the process of decoding which rather completes the whole process and act of communication. The process of decoding must correspond with the process of encoding; the patterns of the both processes must coincide with each other, in order to arrive at the exact and intending meanings implied in the message. The receiver or the destination should be fully equipped to decode the message, so as to produce the desired response. In case the decoding fails to produce the desired response, result or the effect, the whole process of communication is doomed to complete failure and breakdown. It is evident that the steps involved in the process of communication should be accomplished accurately and perfectly and with relatively high efficiency and proficiency, in case the success of the communication is desired. However there is an essential pre-requisite for the complete success of the process, that is the area of commonness or togetherness of experience or the acquired experience by the sender and the receiver. It is a universal truth that all messages are received, decoded, interpreted, understood in any form only through our acquired and past experience. That is to say any message worth transmission and acceptable to the destination or the receiver or to a particular audience, should be according to the common areas of experiences or according to their frame of reference. Briefly it can be said that the source or the sender can encode, and the receiver or the destination can decode, only in terms and light of their common experience acquired. That is the key to the successful process of communication, otherwise the communication is next to impossibility. All codes rely on common experience.

ii. Decoding: It has been observed that the communication is rather a continuous process which has no end in itself. In the process, we are continuously encoding and decoding from our environment. By decoding, we mean to convert a coded message into intelligible language, that

is to break up the encoded message into basic units for purposes of easy and feasible communication. The transmitted message stimulates the catalogue of experience on the other side of the destination or the receiver. The message is understood through any of the five human senses. As said earlier, the message must coincide with one of the past experiences of the receiver. The past experiences or the acquired experiences of the sender and the receiver should be compatible and synchronized. In the light of this context, it cannot be gainsaid that the compatibility, coincidence and synchronization of the message with some of the experiences of the destination or receiver is technically called decoding. In case a message is successfully decoded, it can be said that the process of communication has been accomplished satisfactorily. The successful decoding depends on the accurate encoding, and the encoding depends on the accuracy and effectiveness of the message, which should be perceptible, clear, accurate, meaningful and designed in a manner that the listeners, readers and the viewers are not mistaken of the meanings and the intentions. The decoding is practised and accepted because there is a general agreement among their uses on their basic components. It is called an implicit general agreement, as to their open social and communicative function. The first is by conventional use, entailing the unwritten, unstated expectation that derives from the shared experience of members of a culture. The second important way is by explicit means, as traffic lights, the highway code, military uniform etc., which is logical, coherent and consistent. The third one are the means of clues embodied within the text as aesthetic codes. Their variety makes it difficult to define definitely, as they are affected by their cultural contact.

iii. Feedback: Feed back means the return to a point of origin of evaluative or corrective information about an action or process. It also literally implies the return to the impact of a part of the output of a machine system, or process (as for producing changes in an electronic circuit that improve performance, or in an automatic

control device that provide self corrective action. Briefly feed-back is the net - return to a point of origin containing evaluative but corrective information about an action or process. Feed - back is another element in the process of the communication, which plays a most prominent and significant role in the communication, as it reverberates the responses of the transmitted messages which further inspires the source to apply corrective and evaluative measures in his intended messages. Therefore any successful communication must be a two-way process, and all kinds of responses to the transmitted messages are the peculiar feed back. Feedback is somewhat a sort of reaction of the audience's whether favourable or unfavourable gives opportunities to the sender or the source to manage and ensure some effective and even corrective communication. It is the feedback by which a source comes to know of the consequences and responses of his message. As such feedback is a return process, in which the receiver should cooperate by listening and responding, thereby keeping in view the audiences' reaction and response, and enabling him to manage further evaluative and corrective measures. An experienced and responsible communicator pays his full attention to feedback, and thus applies correctives and modifies his messages. In a word, the feedback serves the most important function by helping the communicator to adjust his message to the needs and responses of the receiver, involves him actively in the process of the communication and urging the receiver to accept his message, and thus makes the whole process a successful venture and efficient transmission of messages.

## 6. ESSENTIALS FOR EFFECTIVE COMMUNICATION

We have carefully studied the various phases and implications of communication, and gathered that communication is somewhat the sharing of an oriented response towards a set of informational signs. The underlying purpose of the communication is to get the people understand the message thoroughly and then persuade them effectively to act accordingly. There are definite goals of the communication, one of it may be to try to influence or alter people's way of

thinking. It is through the successful processing of the communication, which facilitates to achieve the desired result, which can be worked out by establishing commonness only through communication. However there are a number of hurdles and barriers which make it difficult for the communicator to achieve his purpose or reach his goal. The experts of the art of communication have suggested the following essentials for effective communication

- i. Gaining the Audience: The first essential for effective communication is to gain the audience. It is a well - known fact that today it is the age of knowledge burst open from all possible corners. Today a variety of channels of communication, and countless messages invade and pervade the society through various mass media. The sources of mass media are both national and international. There is a large variety of newspapers, magazines which just baffle the average reader. Again no one is expected to listen to all the radio stations on his radio - set simultaneously. Similarly no one can watch two different channels on his T.V. set at the same time. In the present mesh of variety of channels and mass media, it is up to the communicator to use his discretion, and manage to be selected by his target audience for reading, hearing or seeing. It is at this stage that he designs and clothes his message with attractive and alluring words in order to gain the audience.
- ii. Holding the audience: This is the crucial stage to manage and arrange the holding the attention of the audience regularly and continuously. First step is to gain the audience and then to hold the audience as to make them regular customer of a communication, which is the harbinger to overcome their distrust of the activities unleashed by the communicator, before exposing the audience to influence.
- iii. Influencing the audience: At this stage, the communicator has managed to gain and hold the audience regularly and then forwards into practice his real motives. The audience are ready now to be influenced as far as then thinking, attitude and behaviour are concerned. To influence the thinking and

behaviour, it requires to create credibility and to design the intended message according to the frame of reference of the audience. The criteria to create credibility warrants to fulfil the personality needs. Furthermore, it is necessary to remove and overcome all the prevalent physical and psychological barriers before the intended message is transmitted and its desired effects are accomplished.

- a. Frame of reference: As said earlier, to influence the audience requires credibility in the message. Credibility in message are inter linked with the frame reference and personality needs. All message are consciously designed and interpreted and received in any form through our commonness, togetherness in experience. Only that message shall be accepted, which is formed according to the past and acquired experiences of the audience, and that is according to their frame of reference. The frame of reference includes and is referred to age, sex, education, financial position, race, taste, religion, occupation, health, attitudes, cultural values, traditions, beliefs, surrounding and environment. It constitute the frame of reference of a person, group or nation. It is necessary to communicate effectively, to be aware of all these conditions of our audience, and the prerequisites for effective communication.
- b. Personality Needs: The intended message should be compatible and in quite consonance with the personality needs, so as to be realistic. A message designed to serve the personality needs, is not only readily acceptable to all, but strengthens the pace and serves best. A message nearest to the desires and ideals gets access to all the strata of the society, and records new levels of popularity. Therefore the message nearest to the ideals of human being and consciously and carefully designed keeping in view the personality needs, registers an immediate approval.

## 7. BARRIERS OF COMMUNICATION

When a process of communication is not accomplished in a satisfactory manner, or the message fails to reach its goal; it

is said that the whole process of communication is infested with some peculiar troubles, limitations and problems. However an efficient and professional communicator manages to correct them by inducting some corrective devices. These may be some physical and psychological barrier, to be effectively located and improvised. It is the attitude or psychological behaviour or barriers as well as the other physical qualities and attributes which can facilitate the complex and complicated process of communication. Sometimes physical barriers are the direct outcome and manifestation of a psychological complex. There are two following categories of barriers of communication.

### i. Physical Barriers:

From physical point of view, these barriers are illiteracy or low rate of literacy for printed matter or messages, absence of electricity, non-availability of T.V, or radio sets etc. Sometimes there is a channel noise, interfering with the fidelity of the physical transmission of an intended message. A channel noise essentially creates distractions between the source and the audience. Physical devices, corrective measures and repetitive emphasis on the control idea and meaningfulness of the message are the main tools of improvisation in the hands of the professional communicator. It is stated that physical barriers are not serious ones. Other physical barriers may include that an important message in a letter is lost in transit due to the inefficiency of the postal authorities or censor-ship machinery. Due to these physical barriers, the message fails to fulfil its essential functions of effective communication. On the other hand, if a message does reach its destination and then its meaning is misunderstood or mis-interpreted, in that case there are some psychological barriers between the source and the destination, or between the communication and the audience.

### ii. Psychological Barriers or Hurdles:

As stated in above lines, if a message reaches its destination, but fails to create the desired effects; it implies that there are some psychological barriers. It is also the function of the efficient communication machinery to devise some means to overcome these barriers and to make communication effective in order to get desired results and avoid

the barrier of misunderstanding and misinterpretation. Some of the psychological barriers or hurdles are discussed as below.

- a. Language or Semantic Barriers: We can define a language as a systematic means of communicating ideas or feelings by the use of conventionalized signs, sounds gestures, or marks having understood meanings; also the words, their pronunciation, and the methods of combining them used and-understood by a considerable community. By semantics, we mean the historical and psychological study and the classification of changes in the signification of words or forms viewed as factors in linguistic development. As universally acknowledged, the language is not only the central means but also an important and vital part of communication, which ironically expedites the process of communication or crumbles it. Language is the alternative use of conventionalized signs, sounds, gestures or marks having understood meanings. However language cannot be equated with the symbols, it is rather a poor substitute for the realities it represents. Language is an inadequate means of communication because of its structure and symbolic nature. In this context, language can retard or accelerate the process of communication which fact is true in the modern complicated culture. Furthermore understanding of words usually under goes several changes due to the progress of technology and complex civilization and culture. Language too undergoes changes, acquiring richness and subtlety, in designing his novel ideas in accordance to the flight of mind and imagination. Complications of modern life and living have resulted in complex ideas and complex expressions. Briefly speaking language is lagging behind to give shape and expression to the new and complicated situations of modern technological age. If the language and its words fail to convey and interpret the acquired experience, the communication shall fail certainly to produce the desired and effective results. And the process of communication involves the process of interpretation or decoding according to the acquired experience regarding that symbol. Furthermore, several

words and expressions are used in more than one sense and way, thereby confusing the real meaning in the mind of the communicator. The fact is equally applicable to all the nations. All the existing ideological differences and conflicts are intensively present themselves because of different interpretation of the words of the language. We can assert that language being symbolic in nature is far lagging behind as far as objective reference to the reality is concerned.

✓ Moreover Semantic Application is too causing confusion, because of a distorted application of words. By distorted use of meaning, it is intended to generate false propaganda and hide the realities, and facts from the people. Similarly semantic noise or noise gives rise to another psychological barrier. Under it, the communicator uses complex, difficult words and expressions which renders the whole meaning ambiguous. It makes the whole process of communication ineffective and the desired results are negated. It can be corrected and rectified by using simple words within the sphere of the understanding of the audience or the receivers.

- ✓ b. Cultural Barrier: Even the cultural barriers play a very vital role in making or marring the process of communication. In case a message, attitude or behaviour is encoded in a peculiar medium of a culture, is highly possible to be misinterpreted and misunderstood when decoded at the destination which does not share the same medium of culture. It can result in a total failure of communication. Therefore a message should be transmitted or written in line with the convictions and traditions of the receivers, otherwise there will be a total confusion and a state of conflict. There is another factor causing barrier, allied to the cultural behaviour, called meaning of meaning. Language is a cultural device to convey the meanings of symbols, signs and sounds; conventionalized in a particular culture or society. Moreover language is used basically to communicate the emotional meanings which words or language fails due to imperfection of language. Different cultures and circumstances lend

different emotional meanings for the same word, rather there is a meaning of meaning different from person to person, from culture to culture, region to region and from nation to nation. Finally, it is gathered that meaning of a message has different meanings and different emotional impact on different people with particular reference to their frame of reference and acquired experience.

c. **Blind Imitation or Stereotyped Thinking:** Human beings are psychologically conditioned by certain habits, prejudices and stereotyped thinking, which hinders the way of original thinking. Blind imitation does not allow one to verify information, to look into the reality and explore the real objectives, it results in straight blind imitation and proves a strong barrier in the smooth functioning of the whole process of communication. In this context, some persons were mentally blocked and sandwiched in a peculiar frame of reference, that their whole mode of thinking becomes narrow and are not prepared to understand the reality. As such, the blind imitation and stereotyped thinking is also a potent and psychological barrier in effective communication.

d. **Restricted or limited Experience:** Sometimes a limited or restricted experience strongly blocks the effective process of communication. Though this factor is a minor one, but holds particular significance in the communication. In other words, restricted and limited experience on the part of the source or the receiver, results in the absence of producing desired effects and effective communication. This phenomena is particularly visible and is observed in the cultural gap between rural and urban people.

## 8. COMMUNICATION MODELS

### a. The Shannon-Weaver Model:

Claude Shannon was a research scientist at Bell Telephone Company trying to achieve maximum telephone line capacity with minimum distortion. He had never intended for his mathematical theory of signal transmission for anything but telephones. But when Warren Weaver applied

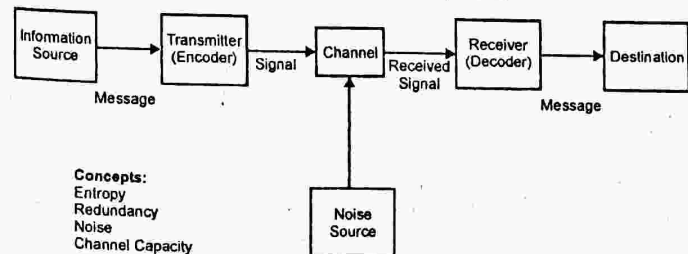
Shannon's concept of information loss to interpersonal communication, one of the most popular models of communication was created.

According to Shannon and Weaver's model, a message begins at an information source, which is relayed through a transmitter, and then sent via a signal towards the receiver. But before it reaches the receiver, the message must go through noise. Finally, the receiver must convey the message to its destination. The Shannon - Weaver model of communication has been called the "mother of all models. It embodies the concepts of information source, message, transmitter, signal, channel, noise, receiver, information destination, probability of error, coding, decoding, information rate, channel capacity, etc destination, probability of error, coding, decoding, information rate, channel capacity, etc he Shannon-Weaver Model (1947) proposes that all communication must include six elements:

1. a source
2. an encoder
3. a message
4. a channel
5. a decoder
6. a receiver

These six elements are shown graphically in the model. As Shannon was researching in the field of information theory, his model was initially very technology-oriented. The emphasis here is very much on the transmission and reception of information. 'Information' is understood rather differently from the way you and I would normally use the term, as well. This model is often referred to as an 'information model' of communication.

### The Shannon-Weaver Mathematical Model, 1949





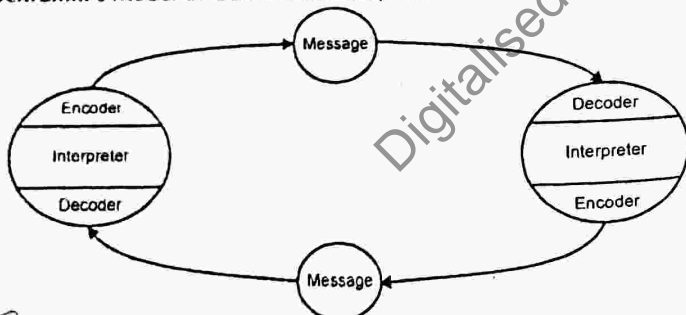
The term Shannon-Weaver model was widely adopted into the social science fields, such as education, organizational analysis, psychology, etc. In engineering and mathematics fields, Shannon's theory is used more literally, and referred to by his name alone, as Shannon theory, or as information theory, since the popularized model of Weaver is not needed to utilize Shannon's mathematical results.

#### b. Wilbur Schramm's communication model:

Wilbur Schramm (1907-1987) is sometimes called the "father of communication studies," and had a great influence on the development of communication research in the United States, and the establishing of departments of communication studies in US universities.

Wilbur Schramm (1954) was one of the first to alter the mathematical model of Shannon and Weaver. He conceived of decoding and encoding as activities maintained simultaneously by sender and receiver; he also made provisions for a two-way interchange of messages. Notice also the inclusion of an "interpreter" as an abstract representation of the problem of meaning.

Schramm's Model of Communication, 1954:



#### c. LASSWELL COMMUNICATION MODEL:

##### The Message

Being concerned with the mass media, Lasswell was particularly concerned with the messages present in the media. This relates to an area of study known as content

research. Typically, content research is applied to questions of representation.

#### The Channel

The channel is what carries the message. If someone speaks to you my words are carried via the channel of air waves, the radio news is carried by both air waves and radio waves. I could tap out a message on the back of your head in Morse Code, in which case the channel is touch. In simple terms, messages can be sent in channels corresponding to your five senses.

This use of the word 'channel' is similar to the use of the word medium when we talk about communication. The words are sometimes used interchangeably. However, strictly speaking, we often use the word medium to refer to a combination of different channels. Television for example uses both the auditory channel (sound) and visual channel (sight).

Who?	Says what?	In what channel?	To whom?	With what effect?
Communicator	Message	Channel	Receiver	Effect
Control research	Content research	Medium research	Audience research	Effects research

The Lasswell Formula

#### The Receiver

Sender, source or transmitter refers to the Communicator. This whole question of audience is vitally important to successful communication.

#### Effects

Lasswell's model also introduces us to the question of media effects. We don't communicate in a vacuum. We normally communicate because we want to achieve something.

#### Feedback

To find out what kind of effect our communication has, use feedback from you to gauge the effect of my communication. If you give me positive feedback by showing interest, I'll continue in the same vein; if you give me negative



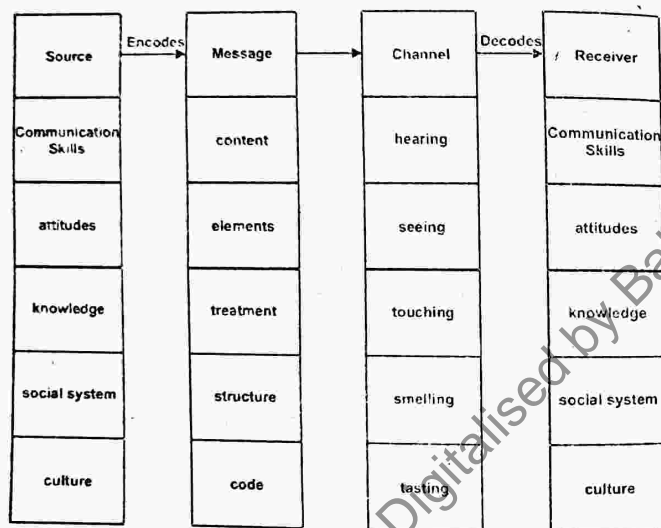
feedback by showing boredom, I'll change the subject, or change my style, or stop speaking. When broadcasters transmit a programme, they use the services of BARB to gain feedback in the form of ratings.

Feedback is not shown specifically in Lasswell's formula, but very many communication models do show it. A simple one which does so is the Shannon-Weaver Model.

#### d. David Berlo's communication Model

The simplest and most influential message-centered model of our time came from David Berlo.

#### Berlo's Model of Communication:



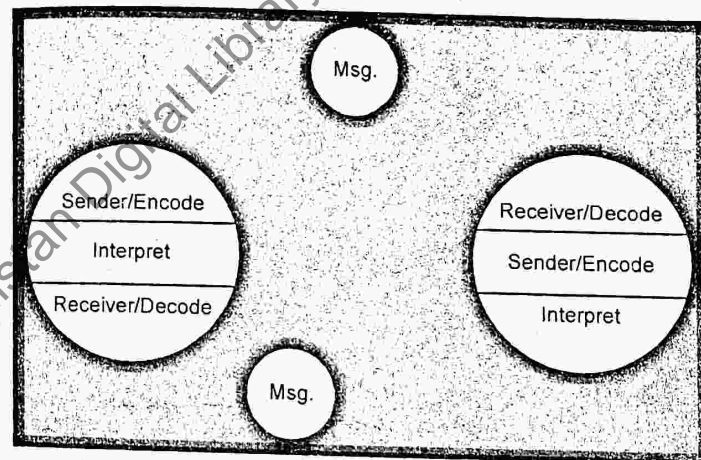
A Source encodes a message for a channel to a receiver who decodes the message S-M-C-R Model.

The idea of "source" was flexible enough to include oral, written, electronic, or any other kind of "symbolic" generator-of-messages. "Message" was made the central element, stressing the transmission of ideas. The model recognized that receivers were important to communication, for they were the targets, the notions of "encoding" and "decoding" emphasized the problems we all have (specho-linguistically) in translating

our own thoughts into words or other symbols and in deciphering the words or symbols of others into terms we ourselves can understand.

#### e. Westley and MacLean Communication Model:

Westley and MacLean realized that communication does not begin when one person starts to talk, but rather when a person responds selectively to his immediate physical surroundings.



Each interactant responds to his sensory experience, by abstracting out certain objects of orientation. Some items are selected for further interpretation or coding and then are transmitted to another person, who may or may not be responding to the same objects of orientation.

## 9. IMPORTANCE OF JOURNALISM

By information, we mean generally the communication or reception of knowledge or intelligence; also knowledge obtained from investigation, study or instruction. By journalism, we mean the collection and editing of material of current interest for presentation through news media or the editorial or business management of an agency engaged in the collection and dissemination of news. Journalism is actually the information, education and guidance as such information

is one of the constituent part of journalism. Journalism is a whole unit and a full-fledged social discipline and news is the essence of journalism. Journalism stands for writing for the newspapers or magazines. It is the communication of information through writings in periodicals and newspapers. The people have inborn and insatiable desire and curiosity to know what is novel or news. This curiosity is satisfied by the journalists through their writings in the newspaper and journals regarding the current events and news. According to Webster's Third International Dictionary journalism means, "the collection and editing of material of current interest for presentation, publication or broadcast." According to Chamber's Twentieth century Dictionary, journalism means "the profession of conducting or writing for public journals. "The word" journalism is derived from journal which means a daily register or a diary -- a book containing each day's business or transactions. The word journal also connotes a newspaper published every day or even less or a magazine. Thus journalism means the communication of information regarding the events of a day through written words, sounds or pictures. And a journalist is a person who writes for or conducts a newspaper or a magazine.

#### i. Scope and Mode:

Journalism is basically the communication of news but it may contain certain features for the entertainment of the readers. A journal may consist of a single news-sheet meant for a factory or a small village, or it may be an international magazine or newspaper for the whole world. Journalism is a report of things as they appear at the moment of writing. It is not a definitive study of a situation. In journalism, there is an element of timeliness which, say, for example the writing of a book.

#### ii. Importance and influence of journalism:

As is sometimes assumed, the ephemeral nature of journalistic writing does not mean that it is poor and careless writing. On the other hand, quite the contrary is true in many cases. The journalistic writing is in fact a contemporary report of the changing scene in the society. It is mainly intended to inform the readers regarding what is happening around them. There is a big impact of journalism and it can and often does

influence the course of events which are being reported, because, it sometimes brings public opinion into focus and at other times even creates it. Thus the reports regarding communal riots, workers' demonstration, rising prices or a deteriorating crime situation can start a reaction among the citizens and force a change in the local, state or national policies.

In recent years, journalism has become an existing and interesting profession in the field of communication. There is no doubt that it is a noble profession aiming at the service of the people by the dissemination of news. Its aim is not only to spotlight the social, political and economic evils but also to educate, inform and instruct the general masses. The press helps greatly in the formation of the public opinion. In the past, many great men joined this important profession because this is a very effective medium to arouse the public opinion. In the present age, the scope and importance of the press has increased manifold, and its relevant responsibilities and functions have undergone drastic changes. Today journalism is no more a simple discipline, it is now more organized, systematic and highly developed activity. It is apparently characterized with dynamism which makes it moving, progressing, advancing and galloping with the times. Very often it becomes the initiating factor for many new developments and achievements. The work of a journalist has become much varied. To perform his functions he must possess a great capacity for infinite work, a gift of imagination which sees stories in stones and news in the running brook and the power of conveying his news and views to the public in clear and concise language. In the modern age, the press is called the 'Fourth Estate'. It enjoys a very important place in the society and plays a very vital role in a democracy. The press protects the ordinary persons against the injustice and tyranny of the rulers. It is the voice of the people and a watchdog of their interests. In fact, the press embodies the freedom of speech and expression of the citizens. Under the constitution of Islamic Republic of Pakistan, the citizens have also been granted the right to freedom which guarantees seven freedoms including the freedom of speech and expression.

## 10. VARIOUS MEDIA OF MASS COMMUNICATION

### a. Introduction:

There have been suggested the following scales of communication by Wilbur Schram: as

- (i) Print Media: In contrast to the above said time-consuming channels, the visuals cover the space, on which the message has been put into writing or printed or drawn forms which make a heavy demand on our eyes. We can get the message of an article, magazine or a book, only if we examine closely and carefully the pages of the relevant written or printed matter. All these things or articles of messages which require our visual powers to cover the spaces are called visuals. Thus visual messages can be understood only, if we scan through the page.
- (ii) Broadcast Media: These channels are studied vis-a-vis time consumption, as we fully devote our attention to receive the message either listening to a speech on air, or are engaged in face-to-face meeting. It is closely related to time factor and is solely dependent on our listening, understanding and absorbing the message and does not apply to our visual capabilities. It is closely associated to a certain span of timing.
- (iii) Combination of time - Consuming and space - Covering channels: These channels call for both listening and visual powers to get at the messages at the same time. For example the film in a cinema-house, or viewing television programme; the viewers are required to utilize their visual as well as listening powers simultaneously to get to the message properly. In other words, it is the combination of two human senses working together and at the same time.

With reference to the said several channels of communication, noted psychologists have deduced interesting results by making a comparative study of channels, effectiveness, pervasiveness and permeability as far as human learning and retention is concerned. A man learns eleven percent through hearing and eighty three percent through sight;

whereas twenty percent is retained of what is heard, and fifty percent is retained of what is heard and seen effectively. As such those channels which comprise of both hearing and viewing powers at the same time, are essentially durable and effective and long lasting. In this line of arguments, the face-to-face communication whether in a public meeting, personal meetings between principals class room, relatives or business meeting and religious congregations are more effective and are of far reaching effects. In the present day forms of communications, television is considered more effective and pervasive form as compared with radio or newspaper.

### b. Comparative Study of Various Channels

- i) In above lines, we have amply clarified that the audiovisual channels always prove more effective and apparently register highest retention, whereas the aural presentation retains longer and durable effects as compared with the print alone. From the prevailing rate of literacy of 52% only in Pakistan and similarly in other developing states and from the semi literate or less intelligent persons point of view, the aural channels have been acclaimed superior to the printed presentation. This fact especially holds good in case of mentally retarded persons. Visual presentation suits best to literate persons or persons of exceptional intelligence, as far as retention is concerned. Visual presentation is best suited for the complex or complicated material. Visual channels face a number of difficulties and hardships, which may be termed as physical as well as non-physical barriers, such as lack of railroads, roads, and other means of communication which cause serious hurdles in the way of effective communication through printed words i.e. newspapers, magazines and books etc. Moreover lack of literacy is another reason for the un-popularity of print media as compared to the audio media, i.e. radio, T.V. film and face-to-face discourse.

- ii) Printed Message and Face-to-Face Discourse: Face to face discourse or personal relationships carry powerful and effective germs for persuasion and

influence because they cover greater space and possess apparently psychological advantages. These informal channels basically possess certain characteristics of implicit value which assist in greater coverage and are superior in psychological advantages to other formal media. Face-to-face discourse tends to be more informal, flexible, casually engaged than mass media. It is less selective as compared with mass media, gains immediate rewards and can be exercised by a trusted or intimate source. As such face-to-face form of channel is much persuasive instrument than printed or written form.

- iii) Film or screen and other media: In the medium of film or screen are included motion pictures, television or film strips. It requires the potential capabilities of hearing and seeing, which ultimately prove more retentive and persuasive. As such it is retained and is recalled in some detail as compared with the printed or written channel and others. In advanced countries, films are meritoriously being utilized for imparting formal and informal education and factual information.

#### c. Relative Merits of Media

- i. Print or Written Media: An individual as a reader is at greater advantage as compared with other media. As a reader, he enjoys primary importance in reading the print whenever he wishes and as it is at his convenience. As far as radio and the screen are concerned, the individuals find themselves in secondary position and are not in a position to have their say in the whole set-up and even cannot exercise discretionary powers.

- ① Firstly, A print or written media grants license to the reader to be selective in discretion. He can scan, skip or disgest whenever he pleases and whatever he likes. In other words, he controls the exposure.

- ② Secondly the print or the written media are characterized with as much exposure as the reader likes. But the exposure of radio and television programmes are limited rather rare, as it is not possible to repeat them, similarly the screen or films

are exposed or exhibited for a limited period, say some weeks. A print or a book can be consulted or referred to several times and remain so.

- ③ Thirdly the printed matter can be presented and scanned in details which is the best and superior media for the representation of detailed discussion. As against it, the programmes on radio and television are relatively of very brief duration and are basically pre-determined. The lengthening of films series and programmes on air and television is quite incompatible and unfeasible to the nature of the audience. Therefore we gather that the printed matter is not only of lasting and enduring nature, also can be referred to again and again and has enough space for any length of printed matter.

- ④ Fourthly, printed matter can contain all kinds of views, including the minority views. Even the unorthodox printed matter is available and found everywhere. As such printed matter is a peculiar and forceful media which invites and preserves all unorthodox views, concepts and thinking with full forceful voice and impact.

- ⑤ Fifthly the printed matter, being the oldest mass media, holds the specific prestige which has been increasing. The printed matter holds a special niche the whole literature on media and communication. The reader is sincerely attached and associated to the printed matter, rather is liable to be influenced. The printed matter likewise lends greater effectiveness and pervasiveness and persuasiveness. As such, the printed matter provides the greatest sense of permanence.

- ✓ ii. Destination: The destination stands for the receiver, audience, decoder, target or the destination of message; which is the ultimate objective of the communication. Destination can be termed the end result and goal of an effective communication. The destination may comprise of an individual, a group, audience, a crowd, members of an organization or the mass audience. It is the destination or the target or the receiver who receives the message and decodes and thus

comprehends the message. In order to reach a definite destination, there should be no barriers of any kind between the sender or the source and the ultimate destination. It implies that the communication should strengthen all the factors underlying it to realise the target. All the factors and channels forming the whole process of communication should be streamlined with oriented goals, and eliminate all such factors or barriers which blockade the whole process of communication or vitiate the processing of communication in right direction with definite goals.

## 11. DEVELOPMENT SUPPORT COMMUNICATION (DSC)

It is newly emerged concept of communication activities that undertake exchange of message at more participatory level to achieve specific goals of change and development the philosophy behind the concept is to utilize the mass media and other available media of communication means to teach and mobilize segments of a society towards change in specific weeps of human life.

The major concern of DSC is to produce message keeping in view the need and importance of message, message effects and the ability of the target audience to consume is effectively unlike any other communication efforts to bring socio-economic change in a given society DSC deals with the phenomenon of change and development at the grass-roots level.

The philosophy behind DSC is to formulate and apply. Communication strategies specifically designed for concrete development programmes. It is generally used in micro-situations concepts such as 'diffusion of innovation', 'trickle-down', 'two-step flow', 'empathy', 'changes agents' etc. are more easily operationalized and observed under development support communication.

### Features of Development Support Communication:

The main features of DSC are as under:

- i. DSC represents a limited universe and it applies generally to a community development at "micro level".

- ii. Functionally, DSC is directed, goal. Oriental and concerned with effects.
- iii. It is time bound and can be terminated after the goal is achieve.
- iv. DSC campaigns are message-oriented. Its communication contents are carefully designed and produced.
- v. DSC utilized a whole range of cultural based means of communication.
- vi. In all its properties, DSC is interactive and participatory.
- vii. Because of its limited universe variables can be isolated measured and controlled easily. Therefore, research work is easy to undertake.
- viii. It has gained enormous credibility and has been widely adopted by UN and various national agencies of developing countries.
- a. The Theory of Cognitive Dissonance: In the above lines we have studied the two potent incentives of "frame of reference" and "the personality needs" as improvising methods to streamline the effective process of communication. However in some cases, there is a wide difference between the belief and the act. People believe in something but act in otherwise manner, against their beliefs or knowledge. In case of dissonance between the knowledge and action, it implies that the people desire a change their belief according to their action. Leon Festinger, an American sociologist, calls this phenomena the "theory of cognitive dissonance." Inconsistencies between the knowledge and the action result in psychological consequences. Inconsistency can be comprehended in terms of ideas relating to motivation and behaviour, and the people usually try to plug the gap by exercising to lessen its impact by magnifying those aspects of the situation involved which suitably adjust to and justify their actions. Psychologically, in case of dissonance between action and belief or knowledge, the person will



endeavour to reduce or minimize it either managing changes in his action or by altering his beliefs, opinions and dogmas. If the person is unable to change his action, the change and alteration in the opinion will certainly undergo a drastic change. This psychological process is known as dissonance reduction, which explains clearly the commonly observed behaviour of justifying one's actions, even looking for ways and means to magnify their justification of behaviour after making a decision. Sometimes hectic efforts are employed to exercise dissonance reduction when a person states something publically as against his privately - held opinion on some matter. In such cases, the process of dissonance reduction shall be actively geared, by seeking some additional ways and means to justify the said action. In case the person concerned somehow manages to change his private opinion in order to be compatible or corresponding more approximately to what he openly stated, then clearly the dissonance is reduced. It overtly implies that the person acting so, shall be very receptive to communication. Similarly one can safely conclude that the persuasive communications tend to be very effective and practical when they induce reduction in dissonance.

#### b. Two Step Flow of Communication

In the foregoing text on communication, we have studied all its implications, allied concepts with a view of direct communication on the part of the sender or the source. In other words, we have as yet examined that part of the communication, in which direct messages are involved in the situations by the sender or the source. In the present age, communication process by direct message is becoming difficult and unfeasible, as the techniques and technology have undergone drastic changes. It is no longer possible for any person to make direct contact with the population of the country or deliver a message directly. Communication is undergoing constant and continuous changes as a result of ever - changing phenomena of scientific inventions and technological advances. Nor is it possible to maintain interstate reactions directly. In order to remove the said

difficulties and overcome the said problems of communication, an indirect or two step flow of communication is utilized. In this technique, the source or the sender or the communicator impresses, influences and persuades, as the first stage, one or more persons or receiver, who in turn communicate that message to their audience. Briefly in this technique, two steps of communication are employed. one direct and the other indirect; that is why it is named two-step flow of communication. The destination or the receiver, who received information directly from the source, is known as opinion leader.

From another point of view, man is a gregarious animal fond of living in like groups, tribes etc. In the group, tribes or society, man is mentally and psychologically equipped to make warm contacts with the people having similar views, which may constitute into group. Each group consciously or unconsciously chooses or accepts a leader from their own groups of similar-thinking people who have the same ideals. In the same way, the communication process works and operates in indirect manner, at first stage influencing and moulding the thinking modes and ideals of some persons, who in turn impress others and assume the role of leadership or opinion leader in the mass communication. In this way, communication does not operate and effect the masses directly in large numbers and simultaneously. This mode of opinion-forming role or guiding opinions and thinking is best suited to the political parties, political personalities, magazines and newspapers who venture to change the opinions of the people and assist them in the formation of particular public opinion.

It has been observed that the people are frequently passive recipient of the message and less likely to be responsive and even less directly and indirectly stimulated by the message. However mass media is uniquely qualified to unify the people who are visibly split by inter-personal differences and lack of unity. On the other hand, the individuals play a double role in the process of communication, the roles of relay and reinforcement. The people are now fully eligible and qualified to receive the message steadily, constantly and pains-takingly through reflection, criticism, evaluation. Communication has been evaluated both as a vertical and horizontal process. People like to relate it to the



sources or the individuals responsible for the message and the ideas; the persons responsible for its eventual packaging and propagation. They are called the opinion leaders, who specialize in the issue areas and, are considered the powerful and conventional channels and links, between the official decision makers and the general mass of people. The opinion leaders project themselves in the apparent form of talkers, persuaders, speculators, philosophers, advocates, opponents who mediate between the world of remote and complex even and the mass of the public, as observed by B.O. Key. From the arguments, it has been proved that the process of communication exists in the form of a chain formed by multiple links. Today the process of communication is no longer a simpler one, as it involves multiple chains of the thinkers, the decision-maker, the leaders of public opinion and the mass etc. It has become a complex and complicated process and works and affects vertically and horizontally. A message thus transmitted passes through five stages of awareness, interest, evaluation, trial and finally adoption by the process of communication is neither a simple process, nor a one-way traffic, it is a two-step flow of communication. All the stages involved from the sender to the receiver, is rather a cross-flow of the various human agencies in its operations. All the stages and agencies in the cross-flow of communication are equally significant.

### c. Role of Opinion Leader

In the two-step flow of communication, we have examined that the receivers, who receives information directly from the source, is called as opinion leader. In this two-step flow of communication, the leader allows himself to be influenced by communication and then influences or impresses others. The role of influencing others is assumed by different groups, performed by radio, T.V, newspapers as well as political leaders. As such all those people, institutions or other media are opinion leaders, who influence the opinion, attitudes and behaviour of society or particular groups in the society. It is commonly observed that the general masses are unable to form their own opinion due to heavy pre-occupations, lack of literacy, lack of accessibility to numerous newspapers, magazines and other mass media. They depend on a ready-made opinion, coming from the sources of opinion leader. As

opinion leaders are popular and respected by the general public on one reason or the other; they, in the forms of institutions, communicator, propagandist, advertiser, influence public opinion. It is because of the reason that they are considered experts, well-informed or an authority on a particular issue. In this background, it depends on the communication expert to exert their influence on such public opinion leaders who are said to enjoy a support or a hold on large masses. In this context opinion leaders are the people who pass the information to others, and form a vital link between the source and the receivers, and inter-connect the official line of transmission and the public line of reception. The opinion leaders act as vital mediators in the two-step flow of communication. The general masses revert their attention to the person who consults a number of newspapers and magazines, and is considered an opinion leader in political affairs. He is in a better position to influence opinions of the less-informed people in the field. The opinion leader basically causes influence in thinking and action in public affairs; as he is inclined to more information-oriented items. As for as the field of propaganda and advertising is concerned, prominent personalities as opinion leaders are presented who hold respect in the general masses. This technique is known as transfer or testimonial, in which an attempt is made to place the official sanction of a respected authority on a message.

In the present age of knowledge, when the mass media with their unlimited resources unleash a vast assortment of material, a common reader or listener is simply baffled. He has neither time nor the resources and eligibility to absorb all the material. Here begins the role of the opinion leader who, by his special interests, manages efficiently to sift, digest and evaluate the contents of the media by reading, thinking and talking. The opinion leader virtually becomes a minor specialist whose, opinions, ideas and consultations are hotly consulted. However a communicator takes special care to communicate according to the language, style and traditions of the group or society he belongs to or lays allegiance to, socially culturally, possibly ideologically. The opinion leader cannot possibly ignore the several values, beliefs and traditions of his group or society. According to Shram, "The opinion leaders are active beyond the average person in spreading in their ideas in

discussions with other persons. Along with their greater than average range of contacts, interest and store of information concerning public affairs, the opinion leaders are also more sure of their views. They are more often involved in discussions, especially with persons outside of their family. It is usually other people who initiate the discussion in which they are involved, but once in the discussion the opinion leaders take an active rather than a passive part. The opinion leader then is not an agitator, anxious to arouse discussion, rather, other's urge him to share his sound judgments with them."

The opinion leaders are usually invested with peculiar features of character and different characteristics. The opinion leader is also testimonial authority who is considered a status symbol, or emblem or representative pertaining to a peculiar style, interest arousing public interest and patronage. In his person are attributed the approval of some object, idea or belief and enjoy official sanction or endorsement, for example some actors or actresses, sportsmen like Shahid Afridi, Younus Khan etc. Secondly the said opinion leader or the respect authority enjoys respect by the target audience due to some accomplishment, experience and knowledge, outstanding ability and proficiency in his field. In his field of accomplishment, he is considered an authority and respected in all quarters. His advices and consultations are considered authentic and given due weight and importance. Similarly respect also originate in the commonness of causes and commonness of bond, that is identity with target audience. Respect is also related to position of authority and the attributes of the authority. Third category of the opinion leaders and sources of testimonial authorities comprise of enemy leaders; fellow soldiers; friendly leader famous scholars, writers and other personalities, and non-personal authorities. The fourth category or type of opinion leaders comprise of those persons, deeply interested and steeped in the collection of data and information. They display somewhat professional interest in getting information from all available sources of mass media.

#### A. Development Communication (DC)

The term 'Development Communication' was originally used by the Western writers like Daniel Lerner, Lucian Pye and

Wilbur Schramm. Taking the sense into consideration, Nora C. Quebral says:

"Development Communication as the art and science of human communication apply to the speedy transformation of a country and mass of its people from poverty to a dynamic state and the larger fulfillment of the human potential".

DC refers to "technology based communication network which regardless of message and content tended to create, by reason of its inherent characteristics, a climate suited for development.

The main characteristics of DC are underline as:

- i. DC represents a larger universe and it applies generally to national development.
- ii. Functionally, DC's campaigns are not directed towards a specific development goal.
- iii. It works in an open-ended form and is persuasive.
- iv. DC relies more on technologically oriented communication media.
- v. It remains limited to the man media.
- vi. DC functions clearly from top to down and is hierarchical.
- vii. Because of its wide universe, DC includes a wide range of variables, which are usually difficult but also limited in DC.
- viii. DC as an effective field of communication for development has lost its credibility over the years.

#### 2. Development Journalism (DJ):

Unlike DSC and DC, the term Development Journalism (DJ) has its roots in the traditions of developing countries. According to John A. Lent (1987)

"development and communication encompassed western theory and practice, established mainly by the US

scholars, Alongside, somewhat later, Asian working Journalists Created Development Journalism”.

The main focus of DJ is to propagate and disseminate news concerning development activities undertaken by a government. In other words, “Development Journalism was a counter concept generated in various developing countries against the development role of the free mass media. The basic idea behind the concept of DJ is to provide information about the development of a developing countries. The west holds the view that development Journalism in the developing countries is mere propaganda adopted by the undemocratic system of government on the other hand, DJ in the Asian view is seen simply as reporting the events and news of development and is a minor part of DSC.

Leaving all theoretical, political and professional controversies over the term aside, it can best be understood that when available mass media, particularly, the print media, devote their contents to inform people about specific development plans and projects, it would be termed as DJ. In its inherent characteristic DJ is usually a one way information process and not participatory and its scope may be national, regional or restricted to community.

## 12. RUMOUR

Literally rumour means talk or opinion widely disseminated with no discernible source or a statement or report current without known authority. Rumour has been described as a powerful barrier in the effective process of communication. The circulation and range of the rumour depends on its importance of subject - matter and relevant ambiguity. The importance of the subject - matter either accelerates its range of circulation or widens its range, prevailing in a particular or given group. The importance and the ambiguity of the rumour immediately takes the lives of individual members of the group. Rumour takes or lives on the life - blood of the conditions of importance and ambiguity. The greater the velocity of importance and ambiguity or the maximum of the two conditions of rumour; unprecedented flood of rumours shall follow and flow. Ambiguity is the direct result of the objective situation, and due to the failure of

communication or from a total lack of authentic news. War-torn countries or the authoritarian states where news media are restricted or guided by the government, are the natural breeding places of baseless information and rumours. In it, ambiguity results due to the receipt of conflicting news.

Rumours have been classified in following three categories. First the hostility rumours are the direct result of the short-comings, disloyalty, or inefficiency of some special groups or individuals. Secondly wish rumours relate to the covert or hidden wishful thinking or desires of the people or groups in whom the rumour circulates. It stands for accomplishment of some heroic or gigantic task which can be termed merely a wishful thinking. Thirdly fear rumours play an important role in allaying one's own emotional tensions and also explaining emotional tensions. Fear rumours assist in divulging one's own emotional tensions as well as magnifying it as a mode of relief. Relief is deeply embedded in the fear rumours. No doubt rumours do a great damage to the public intelligence and conscience. A three - pronged process operates actively in the human mind in both real - life and laboratory rumours for a complex course of distortion, first process is leveling in which the details of rumours grow shorter, more precise, more concise and more easily grasped and told. In this process, interesting items, and its confirmed facts are retained to the final reproduction. Secondly the process of sharpening comes which is the selective perception, retention and reporting of a limited number of details from a large context, which is the direct result of leveling. Thirdly it is the process of assimilation. All the three processes function simultaneously and are not independent mechanisms. They together reflect a singular process that results in the falsifications which are so characteristic of 1 rumours.

## 13. PROPAGANDA

Literally it means the spreading of ideas, information, or rumour for the purpose of helping or injuring an institution, a cause or a person; also ideas, facts or allegations spread deliberately to further one's cause or to damage an opposing cause. As a way of comparative study of propaganda and communication, it is clarified that communication is an inclusive process whereas propaganda is a consciously

contrived communication. Human Communication employs extensive use of sign, as words etc. It is to be kept into mind that propaganda needs a social situation, which encourages controversy. By the propaganda, it is intended to convert the outcome of a discussion in favour of an intended goal, and effectively differs from the deliberate transmission of information.

#### a. Types of Propaganda:

Nations engaged in efforts to support to friends and allies, and to influence, hostile or unfriendly powers, utilize many kind of propaganda programmes. These programmes are generally classified in the following three types:

##### i. White Propaganda:

In this type of accurate sources of propaganda are identified.

##### ii. Black Propaganda:

This type of propaganda attributes its source to some group other than its true source.

##### iii. Gray Propaganda:

It is the type of propaganda: which fails to identify any source.

#### b. Methods and Techniques of Propaganda:

The propaganda science or art is similar to the arts of advertising and selling, and like the advertiser and salesman the propagandist must study his market and tailor his product to sent the demand.

He must analyze.

- i. The preconceptions
- ii. The fears
- iii. The desire, and
- iv. The weaknesses of the target group.

After analyzing the characteristics of the target group, appropriate ways and most promising techniques to approach the group to persuade should be adopted.

The total number of available methods and techniques of propaganda is large. D Lincoln Harter and John Sullivan, has listed 77 techniques in their book entitled, propaganda. Hand Book, but these may be grouped under four general headings:

- i. Methods of presentation.
- ii. Techniques for gaining Attention.
- iii. Devices for gaining response.
- iv. Methods of gaining acceptance.

# NEWS

## 1. DEFINITIONS OF NEWS

There always has been the wide differences between the teachers, journalist and the scholars on the definition of the word "news." Each one has attempted to define in the light of experience and socio-political traditions and socio-economic set of the country. Though it is a very simple but, is one of the most complicated and complex to be defined unanimously. We can say it as a process of information to be passed on. According to a dictionary, it purports to define, "as report of any recent event or situation. Everyone has heard of the familiar click: "When dog bites man, it is no news; when man bites dog it is news". We can say that a news is a report of a recent or current event or an information published in a newspaper or other periodicals. Some people state it a process and not an object, that is why it defies definition in its true sense. A process cannot be possibly circumscribed by words. Moreover, we may define it, covering all the primary functions of the journalism, that news comprise of basically unpublished reports of those activities of people which interest, inform, educate or entertain the people. Let us examine different other definitions of the news.

- i) "North, East, West, South, What comes from there



- iv) "News is what the newspaper prints and radio broadcasts.
- v) "News is any event, idea or opinion that is timely, that interests or affects a large number of people or community and that is capable of being understood by them."
- vi) "Sex, money, crime - that is news."
- vii) "News is anything and everything interesting about life and materials in all their manifestation."
- viii) "What is new is news."
- ix) "News is a compilation of facts and events of current interest or importance to the readers of the newspaper printing it."
- x) "News is anything you did not know yesterday."
- xi) "inexact measure ..... of the ebb and flow of the tides of human aspirations, the ignoring of mankind, the glory of the human race. It is the least record we have of the incredible meanness and the magnificent courage of man."
- xii) "News is a variation of the unusual or normal picture of life."
- xiii) "News is accurate and timely intelligence of happenings, discoveries, opinions and matters of any sort which affect or interest the readers."
- xiv) "News is the essential facts concerning any happening, event, or idea that possesses human interest; that affects or has an influence on human life or happiness."
- xv) "News is an account of the changing relationships between man and man and between man and his environments."

In the light of the above different variations in the definition of "news", we gather that no two definitions bear any kind of similarity. All the definitions bear partial truth and none of them can be called comprehensive and viable.

In its final analysis, news may be defined as any accurate factor or idea that will interest a large number of readers and of two stories the accurate one that interests the greater number of people is a better news. The above mentioned definitions are not necessarily contradictory. News has no geographic boundaries. News is always revealing. News is what interests people. News is news, it is to be kept in mind that no news interests all people. Without consciously realizing it, most people read only part of the paper they buy. In other words their reading is highly selective. They read what they consider is news. Too often the average reader's interest does not go beyond scandal, murder, crime of all sorts and sex.

## 2. CONSTITUENTS OF NEWS

The Editorial Study centre of the Thomson Foundation enlists the following twenty categories of what makes news.

### 1. Novelty:-

There is something unusual novel that adds interest in the news, as Man bites dog. Wife beats husband or Cripple scores goal. It means something that could happen but had never happened before.

### 2. Personal Impact:-

It implies, what interest the average reader in his daily life; the stories about people like himself or herself which gives the reader a chance to identify with them.

### 3. Local News:-

A reader takes much interest in those news, which happen around him. The more the geographic or territorial distance, the more news loses its interest to a particular readers.

### 4. Money:-

All matters belonging to money as budget (national, provincial, municipal) is news; so are taxes, fall in commodity prices, salary increments and economic cries.

### 5. Crime:-

Crime is one of the major constituent of the news and is the cause of interest; especially murder which has a morbid appeal.

6. Sex:-

This has been of perennial interest, the more sordid the sex, the greater the curiosity about it. Its interest is obvious because even the most respectable magazines cater to this aspect of life.

7. Conflict:-

Conflict between man and wife resulting in divorce cases, between nations resulting in war, between man and nature resulting in the failure of one, or the conquest of the other brings out reader interest.

8. Religion:-

All religious matters appeal to our emotions, hence readers are much interested in news concerned with religious matter or men.

9. Disaster and Tragedy:-

All the news regarding disaster and tragedy interest the readers, as they see their reflection or "It could have happened to me" feels the reader. As such any kind of disaster or tragedy moves the readers.

10. Humour:-

It is equally essential constituent that has the property to make a news, interesting and absorbing for the reader.

11. Human Interest:-

As, ordeals suffered, happiness experienced, love's labour lost, stolen money recovered. The Prime Minister's daughter (of a developed country) is arrested for drunkenness. A wolf boy is found in the jungles.

12. The Underdog:-

Such news as peasant who wins a case against a rapacious money-lender.

13. Mystery:-

Mystery lends interest in the news and the suspense can keep a story running for days.

14. Health:-

Miracle drug, medical advice columns are always popular items. Any time there is a story of a cancer cure, it invariably finds place in the news column.

15. Science:-

Scientific inventions or improvisations are always on the top of the news. Space flights have triggered the most sluggish imaginations into demanding more information. Winners of national prizes for scientific discoveries make stories. Nobel prize winners, of course, are always good for top billing.

16. Entertainment:-

Show business makes news. The world of entertainment always holds a fascination that is perennial as the stars and the heavens above.

17. Famous People:-

People, especially famous people, make news. Whether they are film stars, sport heroes, musical prodigies or men in high office, their doings never fail to catch the attention of the reader. Famous people are especially newsworthy if they fall from power, fall from grace or fall into evil times.

18. Weather:-

They see that in Britain, the weather is an almost neurotic interest. In Pakistan there is a sense of impending doom if the monsoon is delayed or fails.

19. Food:-

Next to weather, food and drink is of abiding interest. Shortage of food is news, so is a glut. Have the prices fallen? Are they going up? What about hoarding and black-marketing?

20. Minorities:-

In every country there is invariably a minority community and their treatment or problems are of especial interest.

### 3. FACTORS DETERMINING NEWS VALUE

In a news strangeness, abnormality, unexpectedness and nearest of an event all add to the interest in the story but none of these is absolutely essential. Similarly, freshness, enormity, and departure from the normal also add greatly to the value of a news, but even these are not absolutely essential. The only requirements are that the story should be accurate and contain facts or ideas interesting to a considerable number of

readers. Thus, the news is an information about an event, some development plans, movement of important persons, announcement of Government policies etc. The news, of course, should be meaningful and have some importance for its readers. But a news should be an information that is both important and meaningful for the people. There is no doubt, that an information may have importance for some people while it may have no significance for others. In fact to become a good news, an information should have importance for a considerable number of readers.

### ✓ 1. Timeliness (Temporality):-

Although the factor of timeliness may not be absolutely essential, yet it does matter. A hot burning news is more eagerly awaited than a stale and old news. Immediacy of the news arouses the interest of the readers. Nevertheless, it does not mean that the past events can never become a good news. For example, if a new light is thrown on past happenings, even this may become a news. The reader wants his news to be new. That is why he buys his paper or listens to the broad cast. A newspaper that publishes stale news soon ceases to have any meaningful circulation. News coming out of the press must be really hot, in the sense of being not only exciting but new, not till then known. The saying; "stale as yesterday's news" is its own comment. In short timeliness or temporality of the news or the current news is the very essence of the composition of the news, a peculiar feature or characteristic whose importance cannot be over-emphasized. Invariably the emphasis on the element of time of news, which makes it worth reading and acceptable by the audience or the readers. In the present volatile and ever-changing circumstances, the necessity and importance of current news is even the more attractive and alluring one, that assists to win over the consumers and the readers.

### ✓ 2. Proximity:-

The quality of a news is in reality determined by many factors. Sometimes, proximity of an event may increase its importance for the readers. The reader finds more interest in a manner event close at hand than in a more important event miles away. Proximity is both geographical as well as emotional. The murder of a Pakistan diamond merchant in

New York is news in Karachi not only because the merchant happens to be a Pakistani but because he may be having friends in Karachi. Hence the importance of the place of origin of news, from geographical point of view and emotional point of view cannot be over-emphasized. Similarly stories of human interest and local problems may make a very good news.

### ✓ 3. Novelty or Unusually:-

Sometimes, the novelty or Unique picture of an event may add to the importance of a news. Unusual events always make good news. For example, if a dog bites a man it is no news, but if a man bites a dog it is a news. In this news, there is some novelty or unusuality never observed before, never read before and never heard before. It implies that the underlying factor of novelty and unusuality is what makes the news. Man is always curious to know the things which he did not know before. He always catches an opportunity to satiate his curiosity by all means, which usually absorbs all his attention.

### ✓ 4. Size:-

The very small and the very large draw attention. For example if a training plane crashes while a cadet is under training, the accident may be dismissed in a brief paragraph, while the crash of a Boeing 747 carrying 400 passengers would make the headlines. Similarly if Prime Minister Syed Yousuf Raza addressed ten people at a wayside village it is unlikely to make news.

### ✓ 5. Importance:-

In the final analysis the question that a News Editor will ask is whether what has been submitted to him is really important. While this is subjective, it has direct bearing on the kind of audience that the newspaper has in mind. No hard and fast rules and regulations can be laid down in this respect. The importance of a news may be really demanding for a certain newspaper, whereas the same news may have a little value for another newspaper.

### ✓ 6. Miscellaneous:

Miscellaneous factors are secrecy, competition, Consequentiality (results), human interest, extensibility;

personality; attachment to important places and personalities; emotionality, adventurism.

Unusual events always make good news. The information factor in a news is also very important. What ever adds to our knowledge about which we had no prior information makes a good news. The stories with human element are gaining much importance now-a-days due to their news value. These stories with human element arouse the emotions and sentiments of the readers and create an interest and sympathy in them for the human beings involved in these stories. Newspapers now-a-days are also giving a lot of news in which their readers are particularly interested. Some newspapers even hold opinion polls to know in what columns their readers are more interested. The readers are also interested to read news about the day to day common problems which concern most of them. Because of this a lot of news about water shortages, electricity breakdowns, inadequacy of transport, scarcity of essential commodities rising prices etc. appear in the newspapers quite often. The letters to the editor column is also a very good indicator and mirror of the problems and the interests of the readers.

#### 7. Consequence:-

It is also an important factor of news, which is the value in a news report that makes it an ordinary news or a big and important news. Consequence lends value in the formation of the news, converting it from ordinary to a big or important news. Any news pregnant with expository consequences effect a large number of population. Usually a policy matter, procedure or announcement of certain measure is most likely to require furthermore explanation and consequences, responsible to involve a majority of population.

#### 8. Prominence:-

Prominence is another value implicit in the news which turns an ordinary news into an important news. In the field and range of prominence are included the widely known persons, places, things, institutions. They are usually well-acquainted to the public because of their wealth, position in society, achievement, experience or some natural quality. Hence prominence causes a thirst to know more and more about it, as it possesses a strong interest and pull for the

readers. The nature and duration of prominence depends on the structure and nature of an event connected to it. All individuals nurture and cherish sweet memories regarding to their heroes, celebrities, dignitaries, athletes, players etc. They keep them constantly in view their achievements and career, and ever curious to know about them and in search of news about them. As such, the prominence is another element which meets the requirements of making any event into an interesting news for the majority of people.

#### 9. Conflict:-

Today's life is full of conflicts, replete with all kinds of conflicts; accelerating the competition and race, and a series of mental moral and physical contents, there is a struggle for superiority in very human field. Conflict is factually the underlying factor in boxing, wrestling, football, hockey cricket and all other sports; channelized into a finer and subtle form of competition. In fact competition is the apparent manifestation and expression of man's inherent quality of fight and conflict. In this sense, a competition or fight gives rise to an action, which every body loves or is interested deeply to read and understand. As conflict appears, there is always news; which grows in size and intensity in consistence with the nature of conflict. Conflict may involve two countries into an armed clash, in which journalism is deeply interested. Conflict may originate from sex too, which is regarded as a directive force in human life. It may induce interest in the news about romance, marriage, divorce, crime and various other activities of the two sexes. In the newspaper, we often find news and stories of engagements, marriages, separations and divorces every day; because they basically carry germs of interest and information. If these news are related to some prominent persons, they will carry more weight, importance and public interest.

#### 10. Emotional elements:-

Each of the news element are human instincts. In this context, suspense, conflict and sex are the basic sex instincts, which are the primary human emotions. Emotional element is in fact the human interest, which is the nerve-centre of human attention and absorption. These emotions can be mean and base, as animal instincts, or may be highest spiritual value; all

carrying the weight of human interest. Hence human emotions give rise to news, which arouse public interest.

#### 11. Suspense and Mystery:-

The audience and the readers are highly interested in news which are replete with suspense and mystery, about which people wanted to know with deep interest. Life is a drama in reality, and newspapers actually reflect it in its contents. Suspense is something connected with the result and the unpredictable climax. Suspense urges the newspaper to write more and more news about it, which fact keeps the attention of the audience and readers constantly. Moreover mystery too, lends value to the news, which acts like a magnet and keeps the readership absorbed. In fact, the suspense and the mystery are inter-linked, which work wonders, so as human interest is involved. The readers and the audience are deeply engrossed in the climax of an event, which gives rise to a series of news, until and unless the interest dies.

#### 12. Adventurism:-

Human beings are deeply interested in the news, events and stories related to adventurism. In it is essentially involved the element of human interest. Adventures have always been the centre of human interest.

### 4. REQUISITES OF NEWS

There are four requisites of a successful news story. These are the power to estimate news value, the stories to write, the ability to work rapidly and the power to represent facts accurately and interestingly. Of course, recognition of these news values implies the need for a "news nose". Without it a reporter may not be able to achieve much success in his career. There are numerous examples of reporters who could not achieve success in their career because they lacked the quality to recognize news. The main requisites of news can be described in the following way.

#### 1. Accuracy:-

The first essential of news writing is its accuracy. The news should be the result of impassionate, unprejudiced dedicated and true presentation of objective facts. Every reporter should remember that a news-paper's reputation for

fairness and reliability rests upon an accurate presentation of the facts. It should be kept in mind the number and class of people who would be interested in them as well as the need for printing them while they still have news value. The authenticity and validity should be the guiding-line, to draw truthful picture of the event in precise and concise words, and in a simple style. News should be presented in accuracy-oriented manner, it must create and present and convince the readers of its credibility. The lack of credibility is most likely to arouse the sense and feeling of being duped by the mere compilation and the proliferation of the subject-matter of journalism, which will be a mere pack of lies and effective propagation.

It is true that journalistic interpretation is conditioned to infinite variation and diversity, which do a colossal and basic damage to the most-cherished values of journalism. As such the accuracy is to disseminate information, without the least amount of juggling and distortion.

#### 2. Balance:-

A news should always be composed in a balanced manner, which is, however, a uphill task. Its objective is to present the relevant facts in a cogent and coherent manner, to bear an impression of explicit balance. News is actually a reflection of the event, without giving any hint toward exaggeration, well-balanced in all respects, in order to convey the correct and factual impression. In the news, all the specific facts should be presented in balanced manner, as to be relative in content and meaning.

#### 3. Objectivity:-

Objectivity is not only factual presentation, but the most important principle of the modern journalism. It is the foremost duty or function of the journalism to operate its activity by factual presentation, without mingling it with personal views and opinions. It should be presented in unbiased, unprejudiced form and in an impassioned manner. It must remain in its pristine state. The objectivity of the news is marred, if partiality creeps in. News should be shredded of all slanting and shading, which entails careful and scrupulous handling on the part of the experienced report. In this connection, a reporter has un-learn his previous habits of



writing and losing his individuality, and learn afresh the technique of infusing objectivity, in order to sift the facts through careful and conscientious handling of the news. From the pile of information and facts received newspapers' own sources and other news agencies, it becomes very difficult to sift the factual position but an experienced newsman does succeed in composing the information in objective manner.

#### 4. Precise and Concise:-

A loosely organised news does not carry much weight. It is essential to present the news in a precise and concise manner. A precise and concise news is always in a compact, organized and unambiguous way. A well-placed, coherently placed facts, arranged in simple and straight-forward language is the desired way of presentation of news. Its objective is to remove redundancy of words, incoherence in order to give a shape of compactness, preciseness as well as conciseness. It is also necessitated as to safely and meticulous transmit the message or the meaning of the message to the audience and the readers; in case it fails to convey its message as intended then there will no effectiveness, and will end in futility. The readers shall not be able to understand meaning of the message.

As to the writing of the news, it should be kept in mind that a newspaper's reputation for fairness and reliability rests upon an accurate presentation of the facts. The geographical nearness of an event does add to its interest. The readers have a lot of interest in all sorts of contest. News stories regarding the miseries of the people, helplessness of old people, children and animals also never fail to have an emotional appeal. News concerning the well known local national or international personalities is also welcomed by the people. Even the stories that touch upon the domestic problems faced by the people, business interests of the people and industrial unrest, also command the attention of the public. There is no doubt that all the features mentioned above are quite important and any of them will contribute greatly to make a story news-worthy. Of course, none of these is absolutely essential. The main essential pre-requisite is that the news should be based, upon facts and it should present a new situation or problem or even a new face of an old situation or problem.

## 5. SOURCES OF NEWS

It has been well-established that news is one of the form of communication between human beings. In the past civilizations of human beings a crude type of communication was followed and started by exchanging ideas, the information or ideas from one person to another. As the civilizations were developed into a solid form, and the organization and development of the society appeared, there appeared more complex sources of communication. It also increased the transfer of ideas and information, besides the growth of more accurate, sophisticated and scientific processes. In the next stage, newsletters were used to preserve the important events of every-day life. These newsletter were used to be distributed and circulated for the information of important personalities in the society, then came the period of the institution of newspaper when the printing press was invented. It ushered in an era of revolution in the method of mass communication. It was followed by electronic communication, which appeared in the form of radio, transistor radio and television. These electronic sources of communication collectively assisted in the transfer of ideas and information a daily routine and a part of the lives of the people. It has rightly been said that the recent invention of satellite communication just controverted the geographical limits and has transformed the world into a global village. Today, the channels of news have been distributed into numerous branches, as through printed matter, broadcasting or on the air, or through high waves in the form of pictures on the television sets. It is not the end. With the times, more effective inventions and improvisations are most likely to appear which may even change the present sources of the news, more sophisticated machinery for speedier and multi-lingual sources of transmission of information. Today, we have facilities of tele-printers, wireless and cable as the system of tele-communication. Let us now study.

### 1. Radio:-

It is an acclaimed fact that newspaper is the oldest medium of news dissemination in the modern world. Radio, being the most effective electronic medium of communication, is also the first with the news and has several news bulletin within 24 hours. Even the journalists and sub-editors monitor

news from the major foreign radio networks. As viewed from this angle, radio feeds a variety of news to the newspapers and several other agencies. In a newspaper, news are gathered and presented as a primary function, whereas reporting is the main job of the radio station. In the broadcasts it is the speed that matters, but newspapers are not much concerned with that factor. The authenticity of the news are unquestionably accepted. As compared with a newspaper, radio arranges the broadcasting of the news several times in twenty-four hours, whereas the newspaper is published once in twenty four hours. The feasibility of the radio is unquestionably high than a newspaper, as one can hear the news besides doing one's job.

## 2. Television:-

It is also one of the most important source of news. News are telecast several times in twenty-four hours, and are generally and held in deep esteem for authenticity. The range of the television is really unlimited for fuller comprehension and understanding both by the educated and illiterate person. Television also arranges the exchange of information and reports with the television-stations of other countries; which prove excellent examples of giving all-around information not only to the newspapers, but also to the audience. A television possesses all the requirements and facilities of newspapers plus their requisite machinery. Television is also considered the sister organization of the radio. Television is best suited to the audio-visual sensibilities of the human beings, being every close or face-to-face communication. In this way this can be said to be the most resourceful and effective mode of communication as compared with others.

## 3. Correspondents & Reporters:-

All the leading newspapers make appointments to their reporters and the correspondents in various prominent and important places of the country. The newspapers have also their foreign correspondents and resident representatives at the capitals of the important countries. They despatch news at regular intervals to their respective newspapers and journals. The journalists who represent and work for their newspapers inside their own country are called "reporters," whereas those journalists who represent their newspapers and work for them abroad, are called correspondents. Sometimes the organization

of the newspapers bifurcate the functions and duties of their workers in specialized fields or departments they are called special correspondents and general correspondents. They are experienced and professionally trained staff, who operate their activities efficiently and locate the news that could be of interest to the general readers, from all corners and nooks of the world. They are the fertile sources of news, who feed their newspapers in an efficient manner.

## 4. News Agencies:-

News agencies are found in and out of the country. There are even world news agencies which are best equipped and qualified to gather the news from all corners of the world and sell them to the desirous newspapers. As such there are national news agencies and world news agencies. All the leading newspapers benefit their services, because all the newspapers are not in a position to post their correspondents and reports at all the important places in the country and outside the country. This preposition is true in case of all the newspapers. However it depends on the newspapers to choose and select the right type of news by cutting it short, streamlining it or by rejecting it totally, in accordance with their peculiar individual policies. In the light of above context, it appears that news agencies are most prolific source of news, available to the newspapers.

## 5. Police-Stations:-

Police-stations are also considered one of the best source of news, especially regarding criminal news in a city. Police-stations are the centres where criminal news, are collected and where a reporter goes to collect the same. He keeps somewhat a regular liaison with the police-stations, situated in his beat, information and other details collected from the police station, assist a reporter to make at on the spot study and appropriate findings. These keep him in designing a compact and suitable news for the forthcoming edition of the newspaper of tomorrow.

## 6. Fire-Brigade Stations:-

These are centres of information, from where the incidents of fire can be known and casualties or loss of valuable lives can be estimated. Furthermore, these centres enable the reporters to go the places of the incidents in person.

He can get detailed information from the owners of the property and the neighbours thereby. These valuable information under the pen of an experienced journalist, can turn into a detailed news, including the cause of the fire, casualties if any and the valuation of the loss of property and other valuables in the building or property.

#### 7. Hospitals:-

Hospitals are places, especially the district and central hospital of a city, where the injured and dead bodies in an accident are conveyed. A reporter consciously pays a visit to the casualty department of the hospital, in order to get details of the accident, including the causes and resulting the number of casualties. In this connection, a reporter can consult and make contact with the hospital authorities to get the necessary details.

#### 8. Courts:-

There are two kinds of courts civil courts and criminal courts, from where an efficient and hard-working journalist can get the information regarding the famous cases, about which the people want to know the details of the cases. The reporters make it sure to visit the courts, where the procedure of the cases, is being followed. In this connection, some newspapers have appointed special reporters regarding the courts.

#### 9. Institutions:-

In the country, there are several Anjumans, Association's and Auxiliary bodies which are engaged in several activities, some of them are social welfare bodies, political parties and then the profession associations. All are engaged in discharging the special functions, for which they were formed. They release detailed reporters of their activities and despatch the same to the newspapers. As such these private bodies are also the source of variety of news in the city and the country.

#### 10. Press Interviews:-

Press interviews are frequently held by the private associations, official and semi-official departments; in order to clarify some point and to release their view-point. Besides the newspapers can call some important person or persons to express thoughts or to seek opinions on some given subject. As

such press interview are the right channels of getting detailed information of the concerned authorities or from prominent detailed persons or specialists as to the requirements of a given subject.

#### 11. Press Conference:-

The objectives behind the press conferences are to make known one's view point regarding any issue, arranged by the personalities in their individual position or by associations or Anjumans. Press conference are also called to give vent to their grievances or put forward their demands or exposition or calculation of some points. In the beginning a statement is distributed among the journalists, and the concerned personality reads out the said statement in the very beginning of the press conference. He explains the reasons for the necessity of calling a press conference, and then invites the journalists to put forwards any question, necessary for the exposition, clarification and elucidation of the statement or the points raised in the press conference. Press conferences are now frequently held in all parts of the country, as they are deemed fit to voice their protest or demands to the official agency or the department or to make their particular point of view to be fully explained and clarified to the general public. Press conference can be on political, social welfare or administrative matters. These are also the widely acclaimed channels of information and news for the newspapers and journals.

#### 12. Handouts:-

Handouts the government or officially-initiated documents, comprising information and vital statistics in support of the arguments and statement issued, for the information of the general public. Handouts are purported to be the circulation of necessary information to be imparted to the general public. Handouts may be related to the explanatory notes, regarding the activities of the government and non-government organization. These handouts may be related to the information regarding tours of the ministers and their various activities besides the appointments of officers. Handouts may originate from the several government departments; semi-government departments or organization. However the newspapers are not legally or morally bound to

publish the information communicated through the hand out. They can exercise their discretionary powers in this respect.

### 13. Press Statements:-

Press statements are issued to convey their particular point of view, whether in personal capacity or by an accredited representative. It is in the form of a written statement, with the explanation of particular point of view and is intended to voice its thinking through the mass media. It again depends on the discretion of the press to allocate the necessary space to the press statements or just neglect them. It has been observed that the press statement to be issued day and night, never witnessed before which fact bespeaks the importance and range of the newspaper, in voicing one's point of view or clarifying some point which has been the cause of ambiguity or misunderstanding. Hence press statements are none the less important, so far as the source of news is concerned.

### 14. Press Releases:-

Press release are issued for the information and enlightenment of the general public. These are intended to convey information about their activities by the government departments and organizations and other allied establishment. Press releases are in the form of written statement, purported to be made known to the public through circulation in the press or information media.

### 15. Press Note:-

Press note is especially more important in content and as a matter of policy. Press notes are considered more important than the other forms of communication, issued by the government, and government departments or some other form of government agencies. These are issued with the definite objective to influence and impress the general public and public opinion, by imparting necessary information or clarification on certain specific matters, which government considers fit to explain their stand in unequivocal and unambiguous terms. As said earlier, the press-note contains the policy-matters, which cannot be subjected to any alteration or summarising it. They are to be published in toto, without changing the contents or matter overtly or covertly. These are purported to convey the last word, a final verdict by the

government. The importance of the press-notes are self-explanatory, and naturally they are not issued frequently, except when its need is actually felt and the circumstances warrant its issue.

## 6. COLLECTION AND WRITING NEWS

As enunciated before, press has to operate their activities in three-tiers form, especially in a modern democratic society. First, it is the positive obligation of the press to give its readers the news of genuine significance to their lives. The news should be conveyed in unbiased manner and fairly and completely as far as possible. Secondly, it is another obligatory function of the press to give readers opportunity to know, understand and evaluate all facts. The facts should invariably relate to important news situations, especially those involving social controversy. Thirdly the press must establish itself as a free and independent institution, immunized from all pressures and influence. If the press is placed financially strong, it will be able to resist all types of pressures from without. Academically these principles are really high and noble, but in actual practice, these are not observed in word and spirit.

### 1. Facts are sacred:-

According to a foreign editor, a newspaper must have the courage, fairness and a sense of duty to the readers and the community. Its primary duty is gathering of news, even at the peril of its soul. It must see that the news is not tainted. A journalist is free in making his comments, but he must stick to the facts and realise that the facts are sacred. Therefore, he should not try to change or misquote the facts. All journalistic stories are supposed to begin with a journalist's point of view. Now-a-days, a lot of information is received by the journalists by telephone, internet, radio and television so that news has to be selected.

### 2. Variety of News:-

Everyday, there is a long list of events to be covered by a newspaper or a news agency. If the parliament is in session, its proceedings have to be covered. There may be important cases going on in the courts which may have to be covered. Then, there may be some government functions like an

inauguration of a project or a meeting etc that need press courage. Similarly, there may be some workers demonstration, agitation or strike. Sometimes, there might be a communal riot, an accident or a natural calamity which are news-worthy and need coverage in the press.

### ✓ 3. Perseverance:-

A journalist must have the quality of persistence in collecting his facts. However, the approach of a journalist should not be tough. The journalist has to collect and assemble his facts intelligently. A good journalist should try to collect as many facts as he can before sets out on a story or to interview some person. He can dig many of these relevant facts from reference books or past newspaper cuttings. These reference books and the newspaper clippings will provide very useful information to a journalist regarding the preliminary facts of a subject. Many big newspapers have their own library containing the important reference books and also newspaper cuttings about important people and subjects filed in a systematic manner. There are so many reference books like who's who, Year-books, Dictionaries, various world Gazetteers, encyclopaedias, guides, Guineas Book of Record and Fowler's Modern English Usage etc, which can prove very useful at the time of need.

### ✓ 4. Various Methods:-

Some journalists combine the detective and the investigative methods. For investigative journalism a journalist first of all checks with his reference books. He reads what has been written previously on the subject. Then he analyses the problem and starts investigating the true facts of the case. In fact, there are three kinds of writers of news. First of all, there is the reporter who writes what he sees. Secondly, there is the interpretative reporter who writes what he sees and what he construes to be its meaning. Thirdly, there is the expert who writes what he construes to be the meaning of what he has not seen.

### ✓ 5. Skills of Journalist:

A journalist should never go very far from the basic facts that he cannot grasp at something solid, if he feels that his deductions are slipping. Sometimes, a journalist may be driven to guess work, which he may think is his intelligent deduction.

in order to maintain his own reputation for expertise. But a good journalist should try to avoid this pitfall, because nobody wants to know what he thinks. People want to know the facts and the good skill of a journalist lies in selecting the right facts. Of course, facts may be a mixture of what he can discover and what he deduces. But it should not be his invention. Sometimes, it so happens that a journalist tends to get the story which he asks for. Many individuals may give him the answers, which they think the journalist would like, due to their gentlemanliness or because they want to be nice to him.

### ✓ 6. Skills in Inquiry:

Thus, a good reporter must weigh the validity of the answers that are given to his questions, when he is making the enquiry to get his facts. When an interviewee is answering his questions, he should try to perceive whether he is making a false story or speaking the truth. The dedication of the reporter will depend on his sharp intellect and experience. Like a successful advocate, a journalist must build up his questions in some definite direction to arrive at the basic facts of the case. A journalist should always try to distinguish between a deduction and an assumption. He must not assume anything unlike an expert, because assumption may put him on the wrong track. On the other hand, a good reporter should thoroughly test all the basic assumptions, on which his story is based.

## ✓ 7. COMMON NEWS - STORY FAULTS

Usually the whole news - story submitted and prepared by the report is not published; but sliced for a variety of reasons, the most common being lack of space. Sometimes reporter's news story is lacking in answering many questions i.e. incomplete; for that very reason the whole matter has to be cut in order to make sense. The common news - story faults are the following.

### ✓ 1. Unanswered Questions:

A report should be complete in that it answer all the doubts that a reader may have as he reads it and be satisfied that every effort has been made to get all the facts right. Thus a news - story should not leave many loose strings hanging.



## 2. Unknown Characters:

Often in a report names pop in that are not identified. The reporters should never take for granted that the reader knows all the people he knows

## 3. Lead Disagrees with Body of Story:

Any disagreement of facts in the lead with the rest of the story, calls the credibility into question. A lead must tally with the rest of the news - story.

## 4. Carelessness in Reporting Names:

One of the unpardonable sins of reporting is the failure of the reporter to use the name of an organization exactly, as it should be used and the way the organization is officially known. It is not enough to be approximately correct.

## 5. Failure to Apply Common Sense to Facts:

Common sense should be shown and practised in framing the news - stories, which will save of the embarrassment in future. As such a reporter should apply some elementary common sense.

## 6. Distortion of Facts:

Consciously or unconsciously a reporter frequently reveals that he has taken sides. Some reporters are deliberately advised by their editors to slant news. This may be the editor's prerogative, but it does not lend verisimilitude to his writing.

## 7. Distortion by Tone:

Humour is permissible in a news story where humour is the main ingredient, but to deliberately resort to it, tough-in-cheek, to destroy an individual's character or to bring a person into ridicule is not only bad reporting but poor professional ethics.

## 8. Distortion by Half-Truths:

Reporters are sometimes guilty of suppressing the truth and suggesting the false. It should naturally lead to the violation of the canons of journalism.

## 9. Quoting Weak Authority:

In this connection, too often reporters who have a point of view to sell to the public resort to quoting such "will - O - the

wisp" authorities as "persons in a position to know", a well-informed official", "sources close to the prime Minister". Too often it turns out that the "well - informed official" is the reporter himself. News should not be quoted wrongly or with weak authority, because it causes loss of credibility.

## 8. TECHNIQUES OF WRITING NEWS

We have described the general precautions to be taken, in writing the news - stories, its design and techniques of writing is quite different from the others, as a narrative a short story, a novel, a play or a movie script. Whereas a narrative, a short story, a novel, a play or a movie script generally begin with a suitable description of the background and especially in a play and a novel, usually all the characters and conditions prevailing are summarily introduced which assist the readers to have of glance over the conditions. On the other hand the case is reverse in the writing of news; rather radically different from all other kinds of composition. A standard news story begins with the climax and other details follow in the remaining lines or sentences. A play or a novel or a short story progresses towards its end and brings out the climax in the end. There is thus a sharp contrast in the composition of a news story and other compositions. In this connection, let us clarify some of words used in the news - story.

### 1. Lead:

Lead is the introductory paragraph of a news - story, which may consist of one sentence only. A lead is somewhat an epitome or essence of the whole news - story which may range between 20 to 25 words only. It is in itself a complete and compact statement of the principal facts, report or the news - story. The lead is an embodiment of all relevant facts, which assist the readers to comprehend the spirit of the news in one glance. A lead consists of an opening paragraph with relatively more important facts and figure, the second paragraph contains less important facts and figures. In this way the lead forms a compression of all major facts and figures. It has been observed and proved that few people take pains to read the whole news-story and content themselves with the leading facts and figures of the news - story. From journalistic point of view, and from the attitude of the general readers; the lead

occupies a prominent place in the newspapers. The newspapers, as such, give top priority to the composition and designing of the lead.

## 2. The Inverted Pyramid:

A news is frequently written in the inverted pyramid order, that is in the descending order of the importance of the contents of a certain news. Whereas the ascending order of importance of facts and figures are followed in the novel, short story or a play. As such, in journalism, the news - stories are written and composed in the inverted pyramid form, with the base on top and the tip at the bottom.

There are three types of news with corresponding order and form of writing their news - story.

- i) **Facts News:** In this type of news, the structure of the news story will be based in the following order and form: lead fact, secondary fact, fact number three in importance, fact number four in the order of its importance and fact number four in the order of its importance and fact number five will contain correspondingly facts of lesser importance. Hence in the fact news, the descending order of the news - story as regards their importance, is applied strictly in the inverted - pyramid form as said earlier. The most fact is placed at the top, followed by facts of correspondingly lesser importance. In the writing of the facts news, a reporter should be very keen to sort out and judge the relative value of the data and facts available to him. It is his primary duty to compose and arrange the facts news according to their importance. There is always a feasibility to cut down or lengthen the contents, as each paragraph ends logically.

- ii) **Quote or Statement News:** In this type of news, news are based on statements, also called quote. Majesty of news usually fall in this particular category. It is a common observation that our newspapers are full of statements - statements of different kinds. Newspapers have to allocate a major portion of the space to the news - contained in statement. In this type of statement news, a reporter has to work hard to find the facts precisely and concisely, and then to design them

in the usual inverted pyramid order. In this case, the first step will be to design the lead summary of the statement. Secondly to form the summary of less important part of the statement news or quote; and thirdly to frame a summary of even lesser important portion of the statement news or quote. In this category of quote or statement news, also come the speeches, letters, statements and interviews, from structural point of view. The job of the reporter in the case of quote or statement news becomes easy, as all the material reaches to him in written or recorded form, and there is ample time available to the reporter to arrange facts in accordance with the universally acclaimed method of the inverted pyramid.

- iii) **Action News:** These are the particular news based on action. This type of news poses certain difficulties which warrant extreme carefulness to sort out the lead and then the facts and figures in a descending order of the importance of events involved. Action news is usually replete with important dramatic incidents, persons involved in the said action, besides explanation and statements of eye -witnesses. As usual, the reporter has to keep in mind the various phases of action of chronological order, relevantly important information, background besides explanation. From the debris of data regarding the action news, a reporter should be sufficiently qualified as to choose and select the right data at the right place, as stated in the above lines.

## 3. Criteria of "Lead":

As already discussed, a lead is rather a compressed form of facts and figures, considered most important and to be placed in the first paragraph while writing a news - story. The first and foremost job of the reporter lies in the fact, to look out a fact or feature or a combination that will be suitable for a lead. After the first stage of finding the appropriate lead has been accomplished, a technique of five "W's" is closely followed, in order to give a cogent and coherent shape to the complete structure of the news - story.

**The Five W's:**

This formula of five W's is utilized universally by the reporters, without which no news - story can be conceived as complete. The five W's are described as who? what? when? where? and why? If these five W's are answered in 'satisfactorily, the lead naturally and logically is complete. The lead that is consistent completely with the five W's, is considered the safest, simplest and the strongest of all the openers. As to the question, which "W" should be placed in the first rank and followed by other "W's"; it has been settled in the following conventional form of lead or order, as:-

Who, What, Where, When, Why. it should be kept in mind that there are no hard and fast rules involved in this order "W's"; which can be re - adjusted or re - aligned according to the importance or weight of one of the "W's". As such the best W is always brought forward.

**Other Types of Lead:**

Usually other kinds of news structures are also practised in order to avoid sluggishness and monotony of the newspapers; which also cause the shortage of circulation. However to give entertaining diversity, the followed devices are employed, as:-

**1. Summary - answering to the five W's:-**

Who? What? When? Where? Why?

**2. Punch - in the form of a brief and arresting epigram.****3. Picture - a word sketch.****4. Contrast - two opposite extremes.****5. Question - as to arouse curiosity.****6. Background - It may involve the setting or surrounding circumstances.****7. Quotation - a witting quotation from other authority; a remark or statement.****8. Freak - a unique opener of any variety.**

These are the eight alternative types of lead - a diversity delectable to the taste, or adjustable to the type of news.

**"What":**

It is one of most important "W" out of the family of "W's". It is one of the basic constituent of the introductory part that is 'lead' "What" points to the description of the nature of the events, it is intended to communicate to the readers as to what is the nature of the news - story, what has happened or what is going to happen.

**"When":**

It points and denotes to the time and period when the relevant event and the news - story took place. It is the element of "time" which establishes and consolidates the news - story, it does matter that the news - story should be associated with the time -factor, nearness or temporality and timeliness; otherwise the out - dated news - story shall carry no weight.

**"Where":**

It relates to the origin of place, situation, where the new - story happened, it is to quench the thirst of the readers who want to know more about the news - story. Geographical nearness and proximity determine the emotional attachment of the readership, as such it lends value to the news - story.

**"Who":**

It rests the responsibility on the person, who is the actual does or is the agent in a news-story. It denotes the correct name and designation of the person, alleged to be the central figure in a news-story, it satiates the curiosity of the reader as well as psychological causes pertaining to the person involved, it enunciates to the reader to examine the news - story in a comprehensive manner, as to the psychological set up of the person, as well as his social and economic standing in the society. It adds interest and increases in the value of the news and lends it the comprehensiveness, most needed.

**"Why" and "How":**

"Why" explains the reasons and the circumstances, which actually caused the existence of the news - story. It explores the causes and details of a particular news -story. Actually, "why" and "How" enlarges the canvas of the news - story and is an attempt to focus the causes underlying a certain news - story 'and explores the physical and social methods, by which

the news - story was brought out into existence. They assist amply in the exposition and explanation of the news - story, which fully satiate the curiosity of the readers, and even the audience. Without these elements, the news-story would be lacking something most vital and enervating.

## 9. KINDS OF NEWS

**Kinds of News:** There are no hard and fast rules and regulations for dividing the news into different categories. There is a great diversity of news and events and even their complexity and complication is on the increase with the progressing of life itself. However, they have been divided into two basic categories as below :

1. **Anticipated News:** It this category, those news are included which are expected or scheduled in advance, about which definite and certain calculations could be made and suggested. All these anticipated news originate and flow from the events, about which right conclusions can be drawn. These news relate to ordinary and routine day to day affairs, and are written and composed in ordinary manner and do not require deep study and in-depth reporting. These news do not usually require any interpretation as a procession of students or of labour, a press conference, a political meeting etc.

2. **Spontaneous News:** These are the unanticipated news and can foil even the well-planned anticipations. These news can originate without previous warning and comprise of floods, earthquakes, accidents, calamities, crimes, sudden development on the border of a country. Spontaneous news may include some unexpected events and even some press conferences. In order to cover all these spontaneous news, general assignments and beats for reportorial coverage are allotted; in addition to geographical limitations.

a. **Crime Story:** Crime is generally associated with the very origin of life on the earth; which results due to mal-adjustments in the societies and due to psychological ailments in all respects individually and collectively. Crimes have been provided as solid proofs and their

existence in the annals of world history. Today, we notice our newspapers virtually littered with the crime stories, as robbery, dacoity, murder, theft, narcotics trafficking, adultery, adulteration, cheating, smuggling, rape, profiteering, hoarding, gambling, goondism, graft, drinking and a good number of others. According to the sociologists and the criminologists who assert that there is a definite correlation between the state of crime and the moral and spiritual conditions of the citizens of a state and further consolidated that a good society has a few laws. In other words, the graph of crime generally manifests the civilized or uncivilized country. From the high graph of crime in our country, we cannot possibly claim nor can assert to be a civilized people, who are generally unused to observe the basic courtesies and decencies of life. There are sharp differences whether the crime stories should be published in the newspapers or not. According to one group of sociologists and criminologists, that the publication of criminal news tends to lessen the graph of crime and causes degradation and humiliation to the criminals. In other words, the publication of crime stories cast salutary effects on the social fabric and naturally accelerates the process of accountability and responsibility. As such this policy tends to be deterrent, by which we can say that it is the positive aspect of journalism. Contrarily the second group of thinkers discard the above-stated preposition and theory and assert that outrageous policy of publishing crime news in unaltered and unmodified rather intensifies the growth of crimes. In our newspapers, the criminals are rather projected as heroes and do not feel the pangs of conscience or humiliation, rather take pride in their acts and misdeeds. Hence the policy of projecting and presenting the crime stories tend to sanctify their immoral deeds, and the newspapers are equally the criminals which emphasis them and in a way mobilise and accentuate the criminal trends in the younger generations. The policy has to be condemned and eliminated and not lauded in relishing details and tend to add to the degradation, humiliation and misery of the other members of the affected family, giving rise to countless social, cultural

and economic complications. It also tends to assist a criminal to adopt a better and defensive posture at all levels.

- b. **Investigative Journalism or Reporting:-** It is a way of reporting that makes it a tool of the in-depth writer. Also, it is "situation reporting" rather than "event reporting," although events may be involved. Ever since Woodward and Bernstein of the "Washing Post" broke the Watergate story and followed it up to the point where president Nixon finally has to resign, investigative reporting has received a fillip out of proportion to their real contribution to journalism. An investigative reporter starts with the hunch that there is more than meets the eye in something of which he had heard. But he can only function best if he is assured of strong editorial direction and backing. Without that the most perceptive reporter would be wasting his time and the paper's money. This means that the investigative reporter will have to clear his assignment with the editor and function with the knowledge and consent of his seniors, if only because no investigation can be successful without the time to do a decent job.

Investigative stories may be written in a variety of ways. When the subject matter is familiar and little explanation is called for, the story can be written as straight news. But if the investigation deals with complicated issues, then a good deal of interpretative material becomes necessary. The important thing to remember is that the writer must remain calm, restrained and detached if he is to make any meaningful impact on his reader.

Investigative reporting is actually a desire to reach at the actual cause of an event, a deep curiosity and understanding of events and to design the missing links in the story. In this process, intellectual curiosity and exercise is at play, to prob the facts and truth in order to supply authentic information to his readers. In a way, an investigative reporter is doing a great social and national service, by analysing and diagnosing the inner and actual forces at play. Investigative reporting is a highly

complicated job, which has not flourished in our country due to several reasons. An investigative reporter possesses a high sense of responsibility and whose primary function is to collect all those facts and details which an institution or an organization takes all illegal and other precautionary measures not to be detected. Actually its whole process is closely linked with the intellectual exercise, persistent and preserving stand, daring enterprise to detect and locate the actual and underlying facts and truths. An investigative reporter should be ready to confront the bitterest opposition from the concerned quarters. In this context and process, all the contradictions, inconsistencies, negligible and irrelevant details have to be studied and examined, to arrive at the verified and confirmed facts and data.

- c. **Sports Reporting:-** The importance of spoils reporting has increased greatly all over the world. The sports fans eagerly await the news and comments concerning their favourite sport or game and the performance of their favourite players. For this reason every newspaper and magazine gives a lot of importance to its spoils page or columns. Some newspapers and magazines employ the reputed sports commentators to write their sports comments. In fact, there are many magazines which are wholly devoted to the field of sports. Furthermore it has been rightly asserted that sports reporting is the only field which claims to be most objective and fully fullfils the actual requirements of reporting. As there is an immense objectivity in it, it can be transmitted into a model of moral excellence; as there is no scope for dishonestly, favouritism, prejudice hatred or sycophancy. As such the field of sports reporting maintains itself unpolluted, and undamaged by those elements which have prevailed into other fields of reporting.

Sports reporting should capture the complete atmosphere of a particular game while giving the facts concerning the game or the match. There is no doubt that first of all a sports lover wants to know the facts of the match of his favourite game. Sports reporting should be done in such a way that even those readers who have no knowledge or little interest in the sports should be



tempted to read it. Like other international events, Sports reporting is also done now-a days on an international scale. People all over the world are interested to know the results of the famous World Cup matches of football, lawn tennis, hockey etc. Sports reporting has become an art. The reporter must learn properly the rules of the game about which he is asked to give his comments. He should try to know the famous players and their past performances. He should equip himself with as many facts as possible before the game starts. In sports reporting the time factor is very vital, because the report regarding today's play must reach the newspaper's office in time, so that it can be published in the next day's newspaper. It is better if a reporter can identify the players at the very start of the game, so that you can report back the achievements of the individual player accurately.

A reporter working for an evening newspaper may have write his report as the afternoon, so that this report is published in the evening newspaper. A reporter working for a morning newspaper or weekly magazine, has a bit easier time, since he may not be required to send his report by telephone in separate "takes".

**Main Characteristics:-** A reporter of sports should bear in mind the following points.

- i. He should try to know the name of the Manager and other officials of the team.
- ii. By knowing the Referee and the Manager well, he can sometimes get a good sports story from them.
- iii. Try to know something about the personal lives of sportsmen, because new-a-days readers are quite interested to know about their earnings, expenses and even the eccentricities and their love affairs.
- iv. There is a difference reporter. The general reporter simply makes a report regarding what happens, whereas the sports writer is at the same time a reporter and a critic.

- v. The sports reporter judges the quality and the skill of the players at the same time, when he is writing his reports. But his opinion must be authoritative and effective.
- vi. The sports reporter must know the correct names of the goal scorers with their proper spellings, so that he should not misquote them at any time.
- vii. In the report, he must give the essentials of the game like the names of the teams, the ground at which the game takes place and the correct score of the team.
- viii. Never try to unnecessarily exaggerate the quality and importance of a particular sporting team or a match.
- ix. A reporter should watch out for any news – worthy event at the match site which may prove to be more important than the game itself, just like a fight among the supporters of different teams or breakdown of a spectator stand etc.
- x. Generally, every sport has its own jargon and technical terms. When a reporter uses these technical terms, he must explain them properly for the benefit of those who are not very much familiar with the game.
- xi. The successful sports reporter also justifiably accentuates the dramatic event in the game, so that those who could not see the game should feel the dramatic effect.
- d. **Court Reporting:** From times immemorial, all the civilised societies had framed a set of rules and regulations in order, by which the social lifter could be ordered and disciplined accordingly. Any deviation from the commonly agreed legislation or a set of rules and regulations is accompanied by disciplinary action. In this context, justice is dispensed with through establishments known as courts. Today all social communities of the world have established and institutionalized courts, with the purpose to administer justice to all members of the society, without recognising any distinction in creed, race, colour. All the members of the society are bound to recognise and obey the said rules and regulations. A

court reporter has to keep in mind the sanctity of the court and in no way he acts directly or indirectly to damage the honour of the court. Therefore a court reporter has to be particular about the said reservations, as well as the restraints and qualifications.

**General rules:** In dispensing with the functions of court reporting, a reporter generally keeps the following rules and regulations.

- i. There are always countless cases being pursued in the courts, out of which certain major and prominent cases on national scale and involving a big officials, politicians or leaders, are selected for reporting.
  - ii. A court reporter is more interested in cases, in which a poet, an actor, a literary personality, a famous singer, or a big official or a big gun or official or a leader of national repute is involved.
  - iii. In cases of dastard acts of killings, murders, kidnapping and other heinous acts and robbery or dacoity; a court reporter resorts to report in a manner as to discourage such horrible and heinous acts as well as the consequences.
  - iv. In cases where the general peace and stability of the social fabric is intensely disturbed, a court reporter is naturally takes interest in its reporting.
  - v. In cases when damages have been claimed against an institution or other nationally acknowledged organisation, a court reporter is invariably interested in its reporting.
- e. **Reporting of Accidents:** We daily read the newspapers virtually riddled with a number of news reporting about the accidents. These are the accidental and unanticipated events of life. Life is virtually enveloped with the accidents and incidents about which no one can foretell or foresee. From the very birth to the end of the life, one is always subjected to various kinds of accidents, out of which some may prove fatal, agonising, tantalising, crippling and damaging in many respects. No one can possibly escape from his destiny and fate. No

one is or can-be aware of what lies-ahead in his faze Accidents are not merely physical, they can be social, cultural and traditional accidents. Hence a reporter is always prepared to report the accidents and does not wait for his mood or otherwise inspiration to compose a report about the accidents. A reporter is ever - ready, agile mentally which are the essential characteristics of a good reporter. A report has to be designed and composed in a succinct manner, with proper introduction and the details of the damage with all the consequences. A good accident report always digs out the causes of an accident with the casualties including both the dead and the wounded. Factual reporting includes the detailed information about the professions and the nationalities.

- f. **Fashion Reporting:** Fashion in the modern age has become a craze everywhere. There was a time in the past, when it was thought that only the females have a monopoly over the fashion. It was then a popular belief that since women are concerned for their appearances and looks, therefore, they spend a lot of time on their make - up and dressing. But now-a-days it is not so, because both the boys and the girls are crazy after fashion. There are special magazines which are wholly devoted to different styles of fashion. Fashion is an expression of some permanent attractions of humanity, viz. sex, snobbery, beauty and money. High fashion is very expensive and it attracts those who have enough and want to show it off. It also attracts those who do not have money but would like to adapt fashion if they ever had. Fashion now-a-days has become a big business in which huge investment is made. With the change of fashion a lot of money is lost and earned. The mini skirt, midi, and hot pants all have made news in their own times. It is a fashion to print photographs of pretty girls to make the magazines saleable.

## 10. ORGANIZATIONAL NEWS

### 1. Handout

A handout stands for leaflet or folder of information or publicity supplied by official departments or an agency. It also

means a folder or circular of information for free distribution, or a release by a news service and also a prepared statement released to the news media. In this context, a handout is a circular or folder or leaflet or publicity carrying requisite or necessary information intended to be carried or communicated in an effective manner to the public at large. It is largely a kind of information, communicated in printed, type-written or duplicated statement or form. A handout may be issued by an organization, establishment, or even by Government and non-Governmental organizations. And a handout, some kind of announcement is intended to be delivered that has immense news values; it may give background information to news. A hand out is usefully employed in order to cover the larger areas or to communicate with a large number of journalists. Today, the media of handouts, are being widely utilized by the government and non-governmental organisations. The handouts are intended to communicate the relevant information regarding the activities of the government and other government functionaries and institutions. They may relate to several fields of activity., including even the tours of ministers and other high officials, as well as the appointment of officers.

a) Definition : From the study of the nature of handout we can deduce an appropriate definition of a handout, as, "a device and means of communication by which Government or Government Agency gives necessary information to the public at large." In general terms, it can be defined that the handout is a printed, type-written or duplicated statement, making some announcement which is thought will be news or giving background information to news.

b) Basic ingredients: The salient and basic ingredients of a handout can be summed as below:

1. A handout is essentially a statement announcement, intended to be communicated to the public at large.
2. A handout is a news or giving background information to news.

3. A handout is usually a routine information given by Government agency.
  4. A handout can be issued by attached department or agencies of Government or by semi-Government departments or by autonomous corporate bodies.
  5. Corollary to above, a handout should have or possess a quality and characteristic of interest to government, as well as to the general public.
  6. A handout should be invested with the requisite characteristics to satiate the public queries and miscellaneous questions.
  7. The handouts are usually floated with a definite aim to achieve the underlying objectives, pertaining to the Institutions, Government, Government department and agencies.
  8. The handouts have definite object, idea or an experience for communication and information of the general public through the newspapers and other mass media.
- c) Writing a handout: The handouts are quite different from the press note and press release, as far as the importance and urgency is concerned. A handout's composition requires certain basic rules and regulations, which are summarized below:
1. It is necessary that the handouts are to be prepared with meticulous care and caution.
  2. The handouts are to be prepared with reference to its contents and announcements or statement. The underlying objective is the emphasis on accuracy.
  3. Handout should be written in simple, easy and effective language and style, so as to be understood and intelligible in effective manner and in unambiguous terms. In this context, technical matter and technical terms are to be used in simplified manner. An illegibly or shabbily written handout is most likely to undermine and mar its news values, and its objective eliminated.

4. In case a handout contains or involves some questions, of policy, qualified phrases or sentences are invariably inserted to satiate the queries. Its underlying objective is to create clarity of thought and simplicity of description rather than ambiguity and confusion.
5. The language to be used in handout, should be the same as used for writing stories in newspapers. Normally its opening paragraph should be composed on five W's that is "Where," "What", "Who", "When", and "Why". This principle completes the basic requirements of accuracy, satiety and credibility.
6. The matter in the handout should be serious, and not frivolous or insignificant. A handout should not be given the colour of an advertisement or publicity matter.
7. Technical terminology should be avoided in the said handout; and if there is a necessity; it should be accompanied by a fullest explanation, so as to be intelligible for all.
8. Long paragraphs, difficult expressions, too much use of adjectives and superlatives are undesirable and should be avoided. Its language should be concise and precise, and its length should be manageable and proportionate to the importance of the material it contains.
9. The handout should be based on realities, and facts and figures, without any exaggeration, not creating undue impressions, or giving undue publicity of unnecessary optimism.
10. In case, a handout is issued in order to clarify or contradict a newspaper story, feature or editorial; the facts contained in the handout must be well-investigated, confirmed, non-contradictory and self-explanatory facts, and no evasive methods or devices should be employed consciously or unconsciously.

11. Special care has to be applied to those handouts which mostly consist of speeches. It is usually not necessary to give full texts of speeches except in case of utter urgency in consistence with the interest of the general readers. The length of the speech is determined according to its news value.

## 2. Press Note

Actually handouts and press releases are of two kinds; handouts which has been studied in previous pages and press notes. At present, we are concerned with the study of the press notes.

- a) **Definition:** "Press notes are those devices of communication, by which a Government policy or an important announcement is issued for the information of the public. In its nature, a press note is an important device as compared with the handouts in all implicit and explicit aspects. Handouts basically contain such information which is most conducive and is calculated to make news. Handouts are, as such, written just like a newspaper story and the under-lying objective is to make news. The language and style of the writing and drafting of the handouts is normally in the language which is suitably appropriate for writing in newspaper. On the other hand, a press note is usually drafted and composed in formal language. From the textual point of view, no deviation is permissible. Handouts are communicated informally for information in the form of new-story, whereas a press note is also designed to communicate and transmit information in strict sense of the word, with no deviation allowable.

- b) **Basic Ingredients:** From the study and examination of the definition and nature of the press note, we can deduce the basic ingredients as enumerated below.

1. Press notes are issued by the Government for the information of the general public.
2. Press notes contain information in unambiguous and categorical terms.

3. Press notes are invariably linked with the basic policy or stand of the Government on some specific issues.
  4. Press notes are specially attuned to accuracy of presentation, whereby a sort of credibility is created.
  5. Press notes are the effective tools of bridging the communication gap by resorting to both the outward and the inward public relations.
  6. Press notes normally carry the idea of firm stand on the part of the Government.
  7. Press notes are usually reproduced in the newspaper and other mass media in the similar order and manner as they are received.
  8. Press notes are closely related to the announcements of Government's basic policy as such the newspapers cannot change, reduce or alters their contents in any manner.
  9. Press notes as being firm stand and Government's basic policy, is not liable to frequent alteration as such these are usually and decidedly the last word, which may however be revised if genuinely required.
  10. The frequency of the press note is not the same as with the handouts. It is undertaken only to highlight the stand and the view-point of the Government on some significantly national event or issue and when needed.
- c) Writing Requisites of Press Notes: There are some formalities and requisites in composing and designing a press note.
1. Press notes, being part of the basic policies and announcements by the Government for quite some period, should be issued in a clear-cut and precise manner.
  2. Press notes are usually preferred to be issued and delivered in written form rather than oral

speeches which are most likely to create confusion at misunderstanding or faulty impressions.

3. Press notes' most significant and underlying principles are their conciseness and preciseness, and any deviation is likely to nullify their effects and impressions.
  4. Press notes are designed, composed and written in unambiguous terms to publicise the good intentions of the government. Hand notes are intended to make a concerted attempt at improving the image of the government.
  5. Press notes as outward means of public relationing aim at building a favourable climate of opinion for the government, which fact warrants their drafting in most effective and unequivocal terms.
  6. Press notes are usually enshrined in appropriate words and structure of sentences as well as in formal style of language, so as to present the Government policies and actions most accurately.
  7. As formal language is employed in the drafting of the press notes, it is attuned to satiate the basic five W's, i.e., "Where", "What", "Who", and "Why", as to be exhaustive in nature.
  8. Press notes are written directly in simple and effective manner, and as such do not require superlatives and adjectives nor do they require any undue publicity.
  9. Press notes should be drafted in a logical manner with proper paragraphing and suitably arranged structure of sentences.
  10. The matter in the press notes should be pertinent to the subject, under discussion or under examination, complete in all respects.
3. Press Release
- The handouts and press release bear close similarities in form and nature. Press release are usually the circulars of information issued by the organizations and establishments.



Information in the press release usually entail the activities of the different organizations. These press releases are usually floated to elicit the attention of the public at large; all those organisations which desire the close attention of the public. These press releases originate from those organisations which have something to say valuable for the general information of the public about their policies, performances and activities, especially in the form of circulars.

- a) **Definition:** A press release is that form of information necessarily floated for the interest of general public who desire to have knowledge about the activities of the concerns, institutions or the organisation. The press releases are invariably in the form of written circulars or statements, and usually consist of categorical and unambiguous information.
- b) **Basic Ingredients:** From the foregoing study and examination of the nature and definition of press release, we can deduce the following basic ingredients.
  1. A press release is usually a circular or statement, purported to communicate information to the general public.
  2. A press release details usually of the activities of any concern, organisation or an institution.
  3. A press release may be delivered to the newspapers and periodicals by hand or sent by post.
  4. Another sophisticated method of communication is adopted, i.e. circulars or statements to be despatched to the news agencies.
  5. In case, the information is purported to be widely communicated on large scale; the press releases are usually addressed to the news editors of national newspapers.
  6. Press releases may be sent to the social editor, picture editor, city editor, women's editor etc.
- c) **Writing a Press release:** In order to prepare a compact and precise as well as intelligent press release, following points should be kept in mind.

1. A newspaper usually receives a good number of messages and other similar communications. There is some sort of a competition between the prevalent types of communication. From this point of view, it is better to have a distinctive heading with a house insignia in order to reveal or at least to assist in the recognition of the source of its origin. Hence much importance deserves to be devoted to the selection of a suitable, decorative and gaudy heading.
2. The second most significant point is that the press release should include the name and address of the sender. It should be clear and distinct to catch the attention immediately, and absorb the reader to its message and purpose, it should also mention the telephone number of the sender.
3. In the third place, the press release should indicate the date of its release, with the mark of "immediate." This process and instruction actually accelerate the information and communication and thus assists in its objective.
4. Sometimes the organisations and other institutions engage the services of the consultants for the process of communication as well as press releases in an expert manner, it is however, incumbent on the sender to indicate this fact clearly with the name and address of the client.
5. Generally like other manuscripts, the press release should be typed or written on the other side of the sheet to allow correction, alteration etc. However the typing should be given in double space with ample margins on both sides of the sheet.
6. Now the press release should indicate the subject, caption and the title on which the press release has been designed and intended to be published in the newspapers and periodical.
7. In the actual matter for a good press release, the opening paragraph should invariably contain the essentials and main story of the press release, in

the following paragraphs, detailed information is given. The bifurcation of the press release allows a good deal of facility in reading and a logical write-up.

8. Press release should avoid the use of too many adjectives and superlatives which actually mark the image and objective of the press release.
9. Naturally a press release necessitates a careful, logical and skilful handling, as far as its composition and standard of language is concerned. A press release should be composed and designed in a standard manner and style. In this respect, experience usually works wonders.
10. It should be kept in mind that a press release is not something supernatural or mysterious object. It is a logically arranged information and message released to the press, as a direct means of communication between the general masses and the senders so as to create an informational link. It is intended to create the desired atmosphere and to achieve the desired effectiveness. As such it should be designed purposefully and objectively in standard manner.
11. Another glaring characteristic of a press release should be its conciseness, clarity and preciseness to convey the message and information to the ultimate destination, without any ambiguity in its presentation and style. Press requires even the technical press release to be perfect and intelligible with technical information in detail.
12. It is highly possible that a press release may be lengthy one, running to several pages. However the length of the press release mainly depends upon the nature of the subject. However it is a better policy to constrain the length of the subject of the press release in a handy size.
13. It is better to prepare more than one copy of the press release in order to make it suitable to the different national dailies, including the technical

press. As such, it is most desirable to prepare two or more versions of the press release in hand.

14. Some press release need figures and statistics without which they would fail to communicate in effective manner. As such facts and figures as well as the statistics should be given in precise manner.
15. There may be some press releases which essentially require some photographs to illustrate and portray the objective and purpose of the message and information contained in the press release.
16. Some press release may contain mention of some individual, which should be completed by giving his name, designation etc.

#### 4. Press Conference

Today press conferences are commonly held and the press gives due coverage to these press conferences. It has been adopted as one of the most effective and pervasive means of communication in modern times.

- a) **Nature and Definition:** A press conference is an interview given by a public figure to newsmen by appointment. As said earlier, the press conference has been accepted as the most modern and sophisticated method of communication. The press conferences are called and held by the personalities at times, they deem them fit and suitable. A press conference is the only and best means to contact with all the media simultaneously. The purpose and the objective of a press conference lies in the fact to elucidate one's point of view, explain one's stance or issuing necessary information to the press. Its utility and pervasiveness cannot be questioned in case it is employed effectively and with discretion. Furthermore a press conference becomes a useful tool in moving some point to be known and announced to all and sundry. A press conference is held with numerous standardized steps in order to run it effectively. First of all, a copy of prepared statement is distributed among the representatives of press, followed by a concise statement necessitating the call of a press conference.

After this stage, all the representatives are invited to put questions to the convener of the press conference, which further facilitates for further information and satisfaction of the press men.

b) Main Characteristics: A press conference is not written in simple methods as there are certain principles to be followed.

1. Only the representatives of the press should be invited to the press conference. The presence and invitation to the outsiders is not desirable and is duly and legitimately resented.
2. It is incumbent on the convener to allow sufficient time to the representatives of the press for holding a conference. They should be served with a notice of week in advance. The said notice or the invitation should clarify the reason and criteria of holding such conference. The invitation should contain the necessary background and details to impress the editors of the necessity of covering the details of the conference alongwith the names of the chief speakers. It should also indicate the time and place of the conference.
3. In holding a press conference, the location of the holding of such conference should be named boldly and clearly. The location of the proposed press conference needs much consideration and due importance should be given to this aspect. Normally the provincial headquarters serve the best purposes, especially Lahore where most of the prominent national dailies are situated. It will assist in the convenience of both the pressmen as well as the conveners of the press conference. As such the location of the press conference should be considered at great length, in order to accomplish the proposed conference objectively and successfully.
4. Timing of a press conference warrant a good deal of thinking and planning which should be selected from two points of views, first it should be most

convenient to the pressmen and secondly that the matter of the press conference should be conveniently be included in the next day's papers on large scale. It has been calculated that the best time is between 11 to 11.30 a.m and 2.30 to 3 p.m in the afternoon. Timings can be examined from the nature of the subject to be discussed at the conference. In case of some technical matter, it is wise and preferable to hold conference in the morning. It will assist the morning papers to prepare a full report and the evening newspapers will allow a short space in their columns.

5. Next step is the selection of a suitable day for holding the said press conference. The conveners of the press conference should take care not to select the days on which national events or celebrations are held; as they keep the press busy and engaged for the coverage of activities of the special days. Even the next day shall not serve the purpose of the press conference, as the newspapers will not be able to give proper space to the press conference. Hence the conveners of the press conference should be very careful about fixing the day for holding a press conference and to make it a success and effective.

c) Management: The actual proceedings of the press conference should be arranged and managed in such a manner as to prove a successful venture. A raised dais shall serve best to have distinctive look for a press conference and to let the pressmen to have deep look on the conveners to put questions etc. There should be card before each of the convener with their names on it in bold letters. The proceedings shall start by the call of the in-charge of the conference who shall introduce the chairman or the speaker of the day. The crux of the press conference depends upon the quality of the speeches and the speaking ability of the speaker and others participating in it. In case of badly drawn speech or poor quality of speaking, the whole process of press conference shall crumble down. A briefing shall serve many purposes, and is most helpful in promoting

the success of the conference. A press conference should be started within five minutes of that time, and the copies of speeches should be made available in order to despatch the same to the papers and journals whose representatives were somehow absent from the meeting. A representative out of the officials of the press conference should be selected to act as a spokesman. It is one of the etiquette to serve the representatives with tea and other refreshments and even meals at meals time.

#### 5. Communique

Communique is the commonly agreed and prepared announcements and policy between the representatives of two independent states. In this connection standard rules and regulations relating to handouts apply.

### CHAPTER-3

## JOURNALISTIC WRITING

### 1. FEATURE WRITING

#### 1. Definition and Nature:

A feature is an article giving background information on certain events or personalities in the news. Now-a-days, feature-writing has become a highly specialised subject. A feature is a non-news article in a newspapers on some prominent subject. Now-a-days, feature writing has become very popular in the newspapers and magazines. A feature may be written by a prominent journalist or by a general author or by some specialist. Every newspaper has some special correspondents for subjects like economics, military, politics, science etc. A feature may be written on a military subject by a military correspondent, on a medical subject by a medical specialist, or on a political subject by a political correspondent, similarly, a foreign affairs, an art specialist may write a feature on the subjects of art. It may also be kept in mind that generally no name is given of the reporter who writes the newspaper report. Whereas usually a feature article is contributed by a named author. There may be several other spheres of life in which a person, having enough expertise and knowledge in all aspects, can be invited to handle a feature. For example an industrialist, member of parliament or a politician may write features on different subjects, similarly some famous sportsmen may write articles or features on sports.

It has been stated that the features gained a great prominence in 1900, and established itself as a full-fledged department or branch in the discipline of journalism. It is

asserted that Dr. Willard G. Bleyer was the first, who taught feature-writing in 1909. It also goes to his credit as being the founder of journalism curriculum of the University of Wisconsin. Ever since, the feature-writing has consolidated its position and got wide currency as compared to all other branches of journalism. As to the definition of feature, it may be summed in simple terms, "a news-story which projects the basic and bare facts in dramatic form of detailed exposition". As to the comparative study, it can be said that whereas a news-story presents merely the bare facts, the feature essentially includes the basic principles of dramatic explication, with detailed information.

## 2. Analysis of a Feature-Article:

From the above study of the nature and definition of a feature article we may deduce the prominent and major analytic features and characteristics as explained below:

- a. A feature bears close similarities with, the news-story, as it gives the readers facts in an interesting form, and is framed and adapted to rapid reading.
- b. As compared to a news-story, a feature is expanded beyond the basic fact rather is fully supplemented with greater information. A feature usually covers all the underlying causes as well as the background of the news-story.
- c. A feature employs the basic facts of the news-story in its explication, with special emphasis on further studies, research and interviews etc.
- d. A feature usually aims at imparting and delivering the desired effect, instruction, guidance as well as entertainment to all the readers, including those who are already well-aware of the facts and figures of the subject and those who happen to examine and perusal the subject for the first time.
- e. A feature may include in its study of the subject; all the information, background of the matter, or the causes ascribed to a particular event.
- f. A news-story usually has to be subjected to the strict demands of the dead line. In other words, a reporter

has limited time to dispose of the news-story, whereas a feature writer has ample time at his disposal and has not to necessarily meet a dead line. A feature can be disposed of at a great leisure.

- g. The objectives of a news-story are basically to communicate inform but the basic and bare facts; whereas a feature aims at instruction, information, knowledge besides missionary objectives for the improvement of morals and betterment of the lot of the people.
- h. A news-story and a feature also differ as towards its contents, structure and form. A news-story is a somewhat a business-like matter to be disposed of in a business-like manner in a traditional and conventional form and structure. Whereas, a feature is written off-the-track manner, in an unconventional manner, keeping in view the psychology of the people and in commonly-understood language and idiom. The news-story is written in a cold and logical manner, whereas a feature is designed to appeal to the emotions and passions of the people. In a feature, commonly-understood and simple language is used, and all the relevantly useful elements of dramatic are utilized to the full extent.

## 3. Types of Feature

- a. A feature writer can research more facts, because he has enough time at his disposal. Features may be planned in advance in such a way that they are published at the time of some important events, for example, inauguration of some project or exhibition, Republic Day or Independence Day, anniversary etc. When a feature is published in this way to coincide with some events, its value and importance increases greatly.
- b. Sometimes, features may have to be written without much notice. For example, if some event of great importance takes place either in a foreign country or in one's own country, then a feature may have to be written quickly. Recently an intense earthquake struck and caused colossal loss of life and property in Armenia of U.S.S.R, a number of feature articles appeared in several



newspapers. The subject was dealt with in details, pointing out how the earthquake takes place, the destruction caused by an earthquake and the research for methods of predicting earthquakes etc.

- c. Similarly, features may be written after the death of an important personality or Head of the State, giving his biographical sketch and other achievements. In the same way, when in some foreign country an unknown person comes into power after a military coup d'etat, a feature may be published giving all available information regarding that person. In such a type of feature an attempt is made to give information on all the likely questions which may crop up in the minds of the readers.
- d. Another type of articles are those of human interest or human value. This is a very popular source of writing articles. Such features can be written on ever green subjects like health family, sex, the equality between men and women, industry, economics etc. Now-a-days, many newspapers and magazines are full of features on freedom of the sex and other sexual practices. Features regarding the private lives of past and present important personalities, film stars etc., also quite popular. Many articles have been written on the subject of divorce and its consequences.
- e. Features are also written on certain social, cultural and economic problems which have aroused considerable public interest, for example the juvenile delinquency, deteriorating law and order situation, increased in eve incidents, daylight robberies, gold chain snatching and ladies purse snatching etc. Sometimes, through these features a sort of running debate goes on in the press supporting or opposing a particular subject.
- f. The writing of a controversial feature itself starts a very heated debate either through subsequent articles or through letters to the editor, criticising or appreciating the feature.
- g. Still another type of feature is regarding the personality profile of some important and interesting person in the news. This feature is based upon an interview with that

person by the reporter of a newspaper. This also brings out some known and unknown aspect of the personality of that person.

#### 4. Major Points of a Feature Based on an Interview:

While writing such a feature based on an interview, the following points should be kept in mind.

- a. The interview should start off with a lively and attractive phrase which will catch the reader's attention.
- b. It is essential to keep up the steam until the reader is completely hooked.
- c. Then the stage is ready to filter in the necessary facts that give the feature a reason and topicality.
- d. Now, it is incumbent to sketch out the character of the subject, as clearly as possible.
- e. It is necessary and wise to remember that it is the subject of interview which is interesting and not the personality of the journalist.
- f. Another useful device for such a feature interview is to intersperse paragraphs of description with direct quotation.
- g. It is necessary to prepare a list of questions to be answered, which should be comprehensively relevant, enlightening

#### 5. Attributes of a Good Feature Writing:

In consonance with the demands and nature of the feature, a good feature writer usually has certain particular requisites and attributes which distinguishes him from other journalists. Most of the feature writers are also reporters. They have proved that they are quite good at creating an atmosphere of lively descriptive writing. A good feature writer is a journalist who can do much more than reporting the plain facts. Although a good feature writer should also be a good reporter, yet there are some good reporters who are unable to write a feature article.

- a. A feature writer has ample period of time at his disposal to compose a really worthwhile feature as compared to a news reporter. A feature writer is not hindered by any type of a dead line, as a news reporter has to face and design his programme accordingly.
- b. It is the opinion of some people that the feature writers are born writers, or who are blessed with the natural gift of aptitude for writing. There are others who are of the firm opinion that a feature writer should be acquainted with the linguistic idiom of the written medium.
- c. Another cardinal characteristic of a good feature writer is his keen sense of observation to detect those interesting points which usually escape the eyes of a common man. He should be a man to possess the ability and to have a keen nose to sense the matters of interest around his environment, particularly the social set-up in which he resides permanently. Without the keenness and curiosity, he shall not be able to find out the matters of common interest, and nor shall he be able to share that interest. It implies that a good feature writer should be mentally alert to interpret the matters of common experience.
- d. He should possess the special knack and experience to choose and select the subjects of common interest, which shall form the central ideas of his feature articles. This recognition of subjects should invariably be deeply related to the interests of the common lot of the readers. It means that he should be mentally and psychological fit to recognise those subjects which are related to the welfare and deep interest of the readers, and can form the suitable title of features in real sense of the word. Some of these subjects can be placed in the following categories, as transport, Education, agriculture, health problems, roads, hospitals family planning, population problems, food problems, social and cultural problems etc.
- e. He should be well-equipped linguistically and from other aspects to inspire the readers with the cardinal qualities of confidence and the enthusiasm. It implies

- somewhat missionary zeal to be released in appropriate manner in the sketch to create enthusiasm and confidence among the masses. Without the inspiration, enthusiasm and confidence into the readers, the objectives of feature articles will be nullified. The features are meant to arouse noble feelings among the readers to think loftily about their social, cultural, economic and political establishments and allied problems and ailments. Features should be aimed at creating zeal to think about their national problems, and to take practical part in the campaigns to solve them, and in mobilising the other forces. In short features not only mobilize the public opinion, but also motivate them to think sympathetically and patriotically about their local, provincial and national problems.
- f. The features should be based on facts and figures, whose accuracy should not be questioned. Their accuracy should be consolidated and unquestionable. Besides features should be characterized with thoroughness, complete in all respects as to be readily understandable and not lacking in any phase. Features are understood to be composed and designed to convey a sense of completeness in its contents and the intended message. The subjects of the features are usually derived from the news-stories originating in the society. The facts should be sifted through wide reading, research and through investigation, with close touch to human interest. Only those feature articles will hold interest to the readers, which are based on facts, complete in all respects, thoroughness and clarity as well as accuracy.
  - g. As has been said in previous lines, that features are also based on interviews which warrant certain requisites, otherwise data from interviews are certainly going to Wrong direction and ultimate failure. Among the major requisites are, that an interview should begin with a lively and attractive phrase to catch the readers attention; to filter in the necessary facts that give the feature a reason and topicality; to sketch out the character of the subject as clearly as possible; to

keep the subject of interview who is and should be made interesting; to intersect paragraphs of description with direct quotations, and lastly to keep up the steam until the reader is completely hooked.

- h. Some feature writers take up another type of feature called the "Personality Column", who filter the news through the mesh of their own personalities to give it an individual touch. Sometimes, these feature writers also give an idiosyncratic slant to their features.

These features are written regarding politics or some off-beat subjects. Generally, these features are written in a very light vein. Some of these features are social or political satires and have a hidden sarcasm.

- i. Sometimes the feature writers take up light articles in order to match the generally depressing contents of the newspapers. As understood, news-stories are commonly impersonal, unattractive, bare facts which do not absorb the attention of the readers generally. In view of this context, some feature writers adopt the light articles which are eagerly sought. Therefore, these lightly written articles provide amusement and entertainment. Some of these feature writers become very popular with their readers who eagerly wait for their articles which may come once or twice a week. These feature writers can even amuse and entertain their readers by writing about very commonplace subjects like domestic problems, problems of the newlyweds, husband and wife problems, personal crisis of mankind etc. There is no doubt that the least feature is always a good piece of journalism. A nicely written feature always deserves a prominent place in a newspaper. Of course, a good feature should have an interesting beginning, a captivating middle and a worth remembering ending.

- j. Another basic characteristic and attribute of a good feature writer is to compose his collected material and data efficiently. The underlying point is his skill and ability to write clearly, accurately and with imaginative appeal. He should adopt a style of writing commensurate with the public genius and popular

consciousness to make it a delectable and entertaining piece of prose. It should be simple, idiomatic and commonly intelligible to absorb the attention of the readers generally.

The said narrative should be described dramatically, and should be free from the errors of punctuation, grammar, preposition and spelling-mistakes. A good piece of a feature article is most apt to be marred by grammatical mistakes.

- k. A good and experienced feature writer always keeps before him the demands of the readers, which warrants him a careful thinker and a sincere person who give full weight to the basic elements of truth and accuracy, in implies that he should be a well-read man, willing to consult the standard publications and books and work methodically by keeping the data and material in proper manner. He should be ready to work hard willing in a business-like manner and not subject to a mood, or inspiration. They are generally equipped with the proper initiative. He should be mentally alert and prepared to find out the ideas and material, with a keen sense for his subject and inspiring materials.

#### 6. Sources of Features:

A good feature writer has at his disposal the major sources of observation, experience and printed word. He can amply employ and utilize the sources for the newspapers and the magazines. In recent years, the features have gained wide currency and popularity in comparison to the drab nature of news-story and column-writing. It cannot be gainsaid that feature is the direct outcome of the progress of modern journalism, rather it holds wider popularity and importance in modern journalism. Again it is no exaggeration that generally good features are considered a guarantee for the success of any newspaper, journal or a magazine. In the light of the above context, we should take into examination the various sources, which go into the formation of resourceful and entertaining features.

- a. Personalities: Personalities of the past and present can be made the subject of personality-based features. In the present age, there are a number of living and

epoch-making personalities, whose achievements can be made the subject of feature. In this particular category, territorial limits are just meaningless, any nationally or internationally reputed personality can be approached for an interview, whether he belongs to the vital field of engineering, arts and craft, medicine, Politics, economics, social welfare, educational field, and world peace. This list of personalities does not exhaust here, and can be extended to virtually every field and walk of life. Any reputed person who has contributed largely to the betterment of the human beings, can be made a subject of feature-writing. In this connection besides personal interviews, biographies of V.I.P. can serve as a light-house to the common persons. A good number of books can be consulted to write an interesting feature.

- b. **Commemoration:** The sources of commemorative articles are numerous, including national and important international events, fairs, exhibits, personalities, epoch-making and historical event, as Eid-ul-Fitre, Eid-ul-Dhud; Bid Mild-un-Nabi, Shabai-Barat, Meraj Sharif, Moharrum-ul-Haram, Quaid-i-Azam etc. National commemorative features may comprise of personalities connected and related to freedom movement and specially their achievements, as Sir Sayyid Ahmed Khan, Chaudhary Rahmat Ali, Independence war of 1857 etc. The commemorative features may consist of religious festivals of Islamic history as the battle of Badr, Qudsia, and other allied events and informational matter. In the local festivals, feasts like Mela-Chiraghan and Urs Data Ganj Bakhsh, are the suitable titles for the commemorative features. Others may include the special days of armed forces of Pakistan, annual cultural engagements besides other national and international events as First May, Wars launched for the territorial integrity of Pakistan, struggle for ideological integrity and the forecasts of the impending dangers etc.

- c. **Social and Cultural Sources:** Social and cultural features are not only great in number and variety, they are also multi-coloured and multi-purpose, as well as

multi-dimensional. The social subjects may comprise of reduction of family size, structure and nature of families in the past and the present conditions, and the study of those factors responsible for that state. There have been drastic changes in the long and traditionally established institutions of families and marriages. It implies the study of the underlying causes, factors to detect the ailments, effects and the suggested remedial measures. These features can bring out the salient features of the two social systems, by comparison and by contrast. The social and cultural features may be based on the national and the foreign society, bringing into light the strange customs and traditions. These features have definite objectives, by presenting them theoretically and projecting the different social and traditional evils and malpractices, in order to allow and inspire the general masses to ponder over them. These are ushered in for the betterment of the social and cultural structure of the society. Among these social evils are included the marriages on "Watta Satta" arrangements, dowry system and its long-ranging effects on the less fortunate families and its merits and demerits. The social and cultural features are of multi-purpose nature. Even in daily life features can be arranged on the problems of daily life as the trends of modern life, hobbies, professions, places, scenes, entertainments and weather etc.

- d. **Science and Technology:** This is rightly called the age of phenomenal scientific and technological inventions and improvisations, affecting all departments of life. Actually the 19th century has rightly been called the Age of science, which has not only changed the whole fabric of individual and social life, but also introduced drastic alterations in the basic thought traditionally held. Science has introduced a number of comforts and luxuries of life, never witnessed before. It is quite in the fitness of things to write features on the different phases of life as affected by scientific subjects, to enlighten the general readers and especially the students. A good feature writer can make use of any of the field of science and technology.

with positive approach in simple style, as to be fully intelligible to the general readers. There is no dearth for scientific and technological sources of information and feature-writing. These features may consist of the biographical notes and achievements of the famous scientists and technologists their unique achievements, individual scientific inventions and their social and economic effects including both positive and negative effects on human life. Features can be composed on the role of science and technology to make deficiencies in food resources, agricultural improvements and various allied mechanization processes, search for sea foods and resources and utilization. These may comprise of subjects to study the various alternatives for the sources of energy, science's role in the improvement of medicine and health of humanity, lack of interest in scientific studies in Pakistan as well as lagging far behind in these field, even compared with numerous under-developed countries. A good feature writer can ably undertake the study of the different aspects of our educational set-up, which has been causing the general slackness of programme to include scientific and technological curriculum. In short, there are countless sources of feature-writing in the main and major field of science and technology.

- e. **Psychological Features:** The new age of scientific and technological inventions and discoveries has drastically altered the very style of life and living, followed traditionally and in a most conventional manner, resulting in social problems of adjustment, mental and cultural gaps. These have collectively given rise to a number of psychological illnesses and ailments. It has not been yet possible to bridge the so-called gaps in the social fabric of life. There have been numerous psychological problems due to the constant stresses and strains of modern life, and social sub-structure has been abruptly shaken rather shattered. Whereas the process of adjustments has never been consistent with the drastic alterations. There are psychological problems in the industrial units, individual and social problems, mental and cultural

complicities, individual and family problems and numerous allied complexities. There is a growing class consciousness in the society, difference and wide gap between saying or confessing and actions, increasing trends of exhibition, pomp and show, instability in the marital matters, a wide difference between the income and expenditure and the relevantly frivolous efforts rather immoral acts to reconcile the expenditure with the income. Factually, there is strictly speaking a strain existing between the different classes of the society which is ever on the increase, it is here that a good feature writer can choose and select any psychological problem for the betterment of mental and moral health of the individuals residing in the society.

- f. **History:** History can be described as one of the main and collectively a major source of features. History is the record of life in all possible phases and aspects, concerning human beings all over the world. Historical features may relate to a recent event, or to past events affecting the present. History can be world history, or national history. There is the Islamic history, replete with great events and greater personalities, with great feats and achievements their daring and courageous feats of unparalleled bravery and numerous dashing events. Historical features assist in tracing out the link between out past institutions and their transmission to the present and then to the coming generations. History reminds us our cultural, social and economic ties with our social institutions, rather it regularizes and maintains our cordial linkage with our past institutions. It links us with the collective genius of our ancestors, besides imparting lessons of love for the masses.
- g. **Expositional and Instructional Feature:** These are instructional and educational features which can be called multi-purposes features, in which people are given instruction and explication on those subjects which needs further explanation rather repeated lessons. These are the subjects which are already under the knowledge of the general masses, as civil defense, traffic rules and regulations or first aid, but



are not aware of the detailed information. These sources of features are generally in the nature which are meant for the education and instruction of the general people. Among the expository and instructional features are included the social and cultural theories and distinctions, folk songs, evolution of folk lore and literature, their social and cultural values and inter-relationship, superstitions, latent social values and aspects. As expository feature undertakes to study and examine the origin, causes of its persistent existence, folk and romantic stories traditionally existing for the past hundreds of years. It takes into examination the nature, persistence, existence scope and structure of folk literature, besides its popularity, significance and effects. In this category, there are countless sources and further sub-sources of the existence and belief and faith in mysterious events, their influence and causes of permanent penetration and permeation in the present social set-up. Moreover the sources of feature in this category takes into scrutiny and study of the social etiquette and habits and the relevant contribution of different societies in that direction. As such all those subjects and topics related to the social sub-structure fall in this category of exposition and instruction.

- h. **Investigational Features:** Under this category, there are many other features which require investigation and research on detailed scale. A good feature is usually based on research methods and investigation, taking the bare facts as tools and implements and weaving a feature in interesting manner, so as to project it in a befitting manner to the readers. The objective is to bring out all the possible aspects and angles of the subject concerned. In fact, the features are closely related to the methods of investigation and research. As such countless sources of features are invariably connected within the category of investigation and research; which forms the basic tools and implements for collecting the bare facts and figures, statistics, confirmed events in order to arrive at the solid conclusion. This process accelerates the

speed to suggest and frame future actions and policies. Though these features are burdensome and onerous, responsible and weighty which require very hard work, time-consuming, industriousness and heavy expenses. In this connection, experimental feature-writing is rarely practiced in Pakistan as in the western countries. As such the relevant sources under this category should be handled immaculately.

- i. **Briefly**, we can state that the sources of information, instruction, guidance and especially the material and data are derived for the feature-writing as well as the articles. After the description of the main and major sources, we may briefly survey the other minor sources in their individuality and uniqueness.

a. As said earlier ideals for feature-writing can be derived and deduced from several sources; as by observation, experience and printed material. As for as observation and experience is concerned, these are very special tenets of a personal character which can be learnt after a great period of time. Observation and experience can be practised only after a great deal of practice, intensive and extensive studies in many disciplines.

b. Electronic Means of communication keep a great deal in picking up the central issues, points and ideals which are ideal for writing a feature. These means consist of radio and television, where as large number of programmes are telecast and broadcast, which necessarily require explication and feature-writing.

c. Fact-to-face media include conversation, addresses, sermons, which is really very useful for gathering some points of public interest on which a feature could be composed in order to instruct, give food for thought for all.

d. Printed material may comprise of newspapers, periodicals, journals, magazines, publicity, advertising, bulletins, catalogues, and many other forms of printed materials. A careful study and

perusal can result in detecting some striking points and ideals for writing a feature.

- e. Another source may be found in the form of institutions, broad-based as fairs, trades, business, industries, museums, exhibition, educational institutions, which provide ample opportunities for collection novel ideas for features.
- f. Social subjects like conventions, traditions, customs, anniversary days, and holiday are another vast field of sources for feature-writing, in which an observant feature-writer can find countless subjects for his features.

#### 7. Demands of Feature:

The objective and the importance of a feature can be studied from the following points view.

- a. **Explanation:** The basic importance of the features is fullest explanation and explication of the difficult points, so as to make it more and more intelligible to the general masses at large. Feature-writing is actually at par with detailed reporting which includes all the requisite information and facts under study, suitable to be presented to the general readers. Features are uniquely based upon some interesting news-stories which absorb the popular attention immediately or popular attention can be diverted. In the feature, the background of the particular news-story is presented side by side the present situation. For detailed information, all the relevant facts and figures are included in the feature. Feature not only includes the detail information as well as the personal feelings and impressions, which collectively assist the readers and the officials to arrive at some firm conclusions and to form public opinion.
- b. **Entertainment and Interest:** It has been justifiably said that feature is actually a news-story but controverted into detailed and attractive and interesting form. Moreover feature writing also contains relevant photographs, turning it into a colorful and pictorial writings which naturally increase

their interest and entertainment. A feature is a news-story from facts point of view and is a drama or a narrative from the point of view of its particular style of description. The newspapers and the periodicals usually own their success to the interesting and attractive narrative of the feature articles. A feature manifests the basic and bare facts of a news-story but in an attractive and attention absorbing manner. Otherwise the features would have been considered as drab writings, particularly in this age of awful pre-occupations and lack of leisure and even more when thousands of voices and messages and writings follow the man. It is the objective and demand of the feature to provide materially all available and necessary information, facts and figures and equip and prepare the readers with moral values to confront and face the competition of age and times. So, feature is not a means of material and mental entertainment, but it renders moral and ethical services to the readers.

- c. **Information and Guidance:** The features are usually objective-oriented, as to the information and guidance. The objectivity is the moot question of the feature-writing, which forms the basis of success of any newspapers, journal, magazine or a periodical. In other words, features are not enough merely to provide entertainment and interest but they should have an objective to serve.
- d. **Both Sides of Picture:** a feature shall be considered consummate and perfect only if it gives and explicates both sides of picture of an issue, an event or a problem. Feature reflects the real life and is usually written on the current issues, and get data and material from living society. A good feature writer gets information, facts and figures from the relevant persons and employs his sensitive thinking and observation. The addition of pictures virtually makes a feature most interesting, alluring and attention absorbing immediately.
- e. **Diagnosis of Problems:** Another important demand of the feature is its diagnosis of problems prevalent in the

society at a given period. Features, are destined to reflect the mood of the society, to detect the underlying problems which have diseased rather marred the society. Features not only detect the problems, but also undertake to study and examine the causes and factors which have led to a deteriorating state. They are meant also to suggest the possible remedies and feasible measures to be taken to check the onslaught. Features render valuable social services, by examining the countless social and psychological problems and their suggestive and possible solutions. The features compel the readers to ponder over the serious topics and even habituate them to form a solid thinking, and to prepare them to face hard facts of life in a light vein with unconscious means without putting any unnecessary stress and strain on them.

f. **Favourite of Readers:** The readers are more interested in reading the feature article rather than a column or an editorial. As a feature is more interesting, easily readable and intelligible and effective than a cold and logically written editorial and even a personalized column. Features are not only the favourite item for the readers, but even the feature writers usually earn and enjoy more reputation. A feature is a perfect article as it includes all the aspects of an issue, which the readers peruse with keep and deep interest and even increases the circulation of a newspaper on any day.

g. **Attractive Prose Pieces:** The features are literally and figuratively compositions of superb beauty, with unique and excellent style of writings, on which the whole sub-structure of a newspaper stands solidly. They are really the moving spirit in the newspapers. Their beauty owed to excellent style of narrative and employing the bare facts and figures in such a manner so as to be easily digestible. Their presence not only increase the circulation of a paper manifold and even invest the papers with new meanings of importance and influence. Features include the elements of constructive and reformatory approach, criticism and commentary, hard facts and events, statistical data,

opinions and suggestions etc., which become naturally the centre of readers, attention. Feature even points out the corrupt elements in the various departments as well as the black sheep, subject them to some extent of accountability.

In the present age, the newspapers and the periodical cannot ignore the likes and dislikes, requirements, demands of the public psychology. Long articles with drab heaps of information, facts and figures are not consistent with the popular temperaments. That is the key of the success of the features as well as the papers. People like simple narrative and direct address to them. Viewed from the above context, feature appears the only branch of journalism which provides entertainment, instruction and education, interest to the people.

As stated earlier, that the features are based usually on the news-stories, whereas the news originate from the happenings in the society. Another demand of the feature is its attractive headlines which add to the beauty of the feature as well as attract the attention of the readers. The main elements in the headline is its dramatic style, fashion and mood and suspense therein. Features generally engross the attention of the readers from the very beginning to the end. Moreover special emphasis is laid on its best possible lay-out, make-up, pictures, and highlights, and are allotted special and prominent place in the papers.

#### 8. Feature Versus News, Column and Editorial:

a. **Feature Versus Column:** A feature is a dramatized description of the basic facts of news in interesting manner; whereas a column is that form and shape of writing, which is allotted a special place in the paper under a permanent title. Both feature and column draw their material and data from the news-stories which in turn originate in the society. Column is rather a relatively personalized form of journalism reminiscent of past traditions and practices in the sub-continent, whereas a feature is an informal type of writing in which any subject can be attempted to make it an interesting description of a story. A feature is rather a long description ranging from 1000 to 3000

words, whereas a column is rather a limited form of humorous writing. A Column aims to laugh off a serious matter in light vein. It may contain the germs of criticism, sarcasm, humour or similar elements; whereas a feature may be written on any subject under the sun and on the earth, in informative, instructive, guiding, educative and in entertaining form in simple language and with dramatized elements. A feature may consist of more than one headline, highlight and with abundant pictorial material, whereas a column is a personal type of composition with no scope of pictorial supplement and material besides if headline and highlight. As to style and form of composition, a feature is narrative with dramatic elements with positive objective to inform, educate, instruct and guide the masses in light and attractive style. On the other hand a column usually projects a personal touch, and is a direct address to the reader, creating an informed, friendly and gossiping type of atmosphere. A feature is a pre-planned venture requiring elaborate studies, preparation, collection of relevant data and material from different sources as an interview, books, periodical, magazines reference books and various other sources. A column does not need any pre-planned studies, interviews and collection of facts. A feature is usually related to recent issues, happenings and episodes, whereas a column takes the universal moral, scientific and technical principles of happenings in the universe. A feature revolves around a stylish composition with the sole and definite objective to absorb the attention of the readers immediately, by creating a suspense with the assistance of dramatic elements. A feature is invariably written in narrative style of writing, with proper parts and paragraphs. Contrarily a column is light writings, and frequently are drab, cold, logical and deductive style of writings. Besides column has more than one style.

- b. **Feature Versus News:** News is an event and happening about which people are most interested and anxious to know the details, and a journalist likes to tell; whereas a feature is a spontaneous type of

composition, developing on a news-story of deep human interest with dramatic and narrative elements addressed direct to the readers in an interesting, alluring and attention-absorbing manner. A news consists of bare and hard facts and presented similarly without any kind of addition or alteration. A feature is an objective type of writing, sharing the common pains, sufferings in national affairs to be presented to the readers and the government. The features are universal, comprehensive and all-enveloping type of writing based on the hard facts of life; whereas news is gauged according to different scales of territorial geographical and human interest. A feature does not necessarily make any difference or distinction between a caste, colour, race or class of people. A news is value-oriented writing to a particular territory, or geographically limited and comprehensiveness. Whereas a feature is of a universal value regarding of any kind of distinction or difference, and appeals to the whole humanity equally and simultaneously. It has its psychological roots in humanity. News may comprise elements of mobility, riots and disturbances, massacre, killings and other forms of extremism. Human society has a variety of colourful activities, different aspects, angles, reactions which give rise to attraction and interest for the human beings. Features are composed in view of the social inter-actions. News has a temporary existence, and is not durable from its very nature and structure, and its values are always subject to changes and alterations. Features are somewhat of permanent value basing their material and data on the facts relating to the different aspects, angles and during human interest. Hence the interest attraction of a feature cannot possibly be limited to any geographical areas. Features are preserved for future references. There is a wide difference in the objectivity of the news and a feature. The scope and the objectivity of the news is limited; whereas a feature is comprehensive and universal from its objectivity point of view, and its effects are not immediate and emergency type as in the case of news, but are permanent. A feature writer enjoys a greater freedom

in his writing, in his approach to write a feature. In the feature, personal feelings and passions can be included to make it a direct address or sermon to the readers. On the other hand a report has to depend on the bare facts of the news, in his writing and approach and cannot possibly add his likes and dislikes, and adopts the strict policy of not adding anything personal or impersonal.

- c. **Feature Versus Editorial:** Editorials are collectively the name for those articles, published and given under the editorial page, which may consist of a leading article and other small articles. Editorials are usually written on serious matters of national and international significance, besides current affairs. As such editorial articles are basically related to the national and international topics of grave and serene nature and scope. Contrarily features are related to expository and explanatory affairs of light nature and essentially related to the social order and structure, and are generally limited to the national basis. Their scope and range relate to the social problem of the country or a nation.

The readership of the editorial is very limited one as being serious and drab prose, its objectives are to instruct and educate the readers. The readers of the feature are numerous as their nature scope and range and even the structure are based direct with relation to the general interest of the people, their social order, structure and problems. As said earlier, the feature readers are countless who are deeply interested in perusing the serious essays of feature composition which are durable, effective, unique in nature and deeply embedded in the psychology of the human beings. As far as the nature and structure is concerned, features are light socially-based articles, narrated in an attractive manner with profusion of dramatic elements; whereas the editorials are based on good deal of research and investigation and its sources of information and facts and figures are derived and deduced on national and international scale.

There is a wide difference between the objective of the editorial and the feature. A feature may appeal rather adopt

the mode of preaching or delivering moral messages; whereas an editorial is a problematic, academic and investigational writings or articles, weaves in a cold and logical style of description. A feature aims at projecting the social problems, ailments and diseases, diagnosing the underlying causes and even suggesting the possible remedies and measures to tackle with them. Features take into consideration the various customs, traditions and conventions with regard to their merits and demerits, moral lessons, teachings, guidance instructions, serving the post-mortem of the prevailing social evils etc. An editorial is an amalgam of superb material and data of current affairs, conveying the serenity, seriousness logically arranged matter in cold and logical manner.

As to the types and forms, editorials are generally informational, deductive and entertaining articles which are less attractive to the readers. Whereas features can be arranged in numerous forms and types as commemorative features, experimental or research features, personality, based on travelogue and countless other general features. There is a world of difference as to the style and language of description. An editorial requires a high academic, and literary style and language due to its very nature, whereas a feature is composed in commonly understood and intelligible style and language; which naturally attracts the largest a number of readers.

## 2. COLUMN-WRITING

### 1. Meaning of Column:

Literally a column means a vertical arrangement of items printed or written on a page; or one of two or more vertical sections of a printed page separated by a rule or blank space; a supporting pillar especially one consisting of a usually round shaft, a capital and a base, something resembling a column in form position, or function; or a long row as of soldiers or one of the vertical lines of elements of a determinant or matrix, or a special department feature in a newspaper or periodical.

- a. **Nature and Definition:-** Columns are usually those writings which are published and printed in a fixed space and on regular basis, under permanent topic or subject in the newspapers and the periodicals. These



writings are usually published under real name of the writer or under a pseudonym. Column has been defined in various ways, by the teachers and the reputed journalists, as below.

- i) Prof. Dr. Shafique Jullendhari defines Column-writing in his prize-winning book "Urdu Column-writing," as "all those writings are columns which are published on regular basis under a permanent caption, in the newspapers and the periodicals."
- ii) Prof. Dr. Maskeen Ali Hijazi, defines the column, "A column is a certain type of writing under a permanent caption."
- iii) Dr. Abdus Salam Khurshid, defines a column as, "There are certain permanent topics in every newspaper. Under some are presented the news, announcements or information. Under some columns are given the humorous, religious, medical and scientific and background data. These permanent topics and their matter are named columns or special columns from journalistic point of view, and its writer is called the columnist. A writer of the column may give his name or adopt a pen-name for his writings of the columns."

From the above definitions, we can naturally gauge the nature of the column writings, on a wider canvas and scale. Actually columns serve the purpose of dividing the page vertically or reducing the length of lines in the newspapers, which makes the reading of the newspapers easy and enjoyable and especially to make correct connection between the different lines of the newspapers. Apparently, the columns go to a long way in making the pages of the newspapers a beautifying proportions and symmetrical division of the newspapers and the periodicals. Column also implies more in length than in width, also utilized for the purpose of headlines, for example single column headline, double column headline etc. Column has been described as an editorial with a byline by the journalists. There are many phases of similarities between a column and an editorial, which makes their

distinction and difference, really a matter for experts opinions. They bear close similarities as far as their form, style and material are concerned. However all the columns cannot be said to have close similarities with an editorial. It has been rightly said that column-writing is one of the most pleasant, satisfying and rewarding journalistic exercise or assignment which is equal to personalised journalism. It is the field where a column writer is invested with ample independence and liberty to write on any topic or subject, with a clear flair of creative approach.

- b. Analysis: From the foregoing study and examination of the nature and definition of the column-writing, we can analyse the following essentials and basic points which go into the forming of a column.
  - i) The column-writing can cater to the needs of the newspapers, periodicals with equal significance,
  - ii) Column-writing can be equated with the concept and practice of personal journalism of the past.
  - iii) Columns are written on a multitude of subjects, with a natural flair of conversation and a direct address to the readers without any intermediary. There are syndicated and non-syndicated columns on diverse topics. It can be said that any subject is an apt subject for the columnist.
  - iv) Under a column, different news, announcements, and information can be gathered. Columns are really the concise and precise rather pointed comments on the news of the day. Column may include in its range the humour, criticism, wisecracks, judgments, observations, philosophies, apologies etc.
  - v) Columns are the unique devices of direct contact and address with the general masses, as being the most modern and sophisticated form of personal journalism of the past. These are the decorating pieces of the newspapers and hold the position of permanent topics and subjects.

- vi) Column-writing is a unique form of lively journalism, and is easily attuned to the information, instruction, address, entertainment and amusement, guidance, enlightenment of the readers.
- vii) Columns are of multi-purpose nature and include diverse writings on national and international topics and subjects, social and cultural issues, literacy and light subjects, economic and political subjects besides humorous writings, and sarcastic writings which were replaced by the serious subjects. Both are equally popular and important. Today column-writing includes anecdotes, short essays, reviews, editorials, comments, on news, announcements, readers' contributions.
- viii) A column is both a general and a specialised writing, which may entail the elucidation or expression of the policy of the newspapers, or it may be based on the independent thinking of an individual.
- ix) It is asserted that the style and approach in writing a column is usually determined by the local conditions and the predilections of the concerned writers. However the sole criteria for gauging the success of a columnist lies in his efficiency and proficiency to attract and hold the readers. A successful columnist must possess some cardinal points to impale the readers to continue the perusals of the column carefully and with deep and keen interest. However it is estimated that only from ten to fifteen percent people who read the editorials from beginning to the end. However the columns are most sought after and consulted frequently.

2. Objectives and importance of Columns: Before discussing the significance of the column-writing, it is necessary to study and examine the nature and utility as well as the temperament of the columns, which collectively adds to the concept of column-writing. There

is a personal and individualized tinge in the column-writing. The tone of the column-writing is often friendly and of amicable atmosphere. The columns are written by the those journalists who have vast experience information, knowledge and keen observation in attractive and alluring style of writing.

- i) Friendly Atmosphere:- It is the objective of the column-writing to make a friendly and amicable atmosphere, without any intermediary between the direct contact with the columnist. The readers feel a newness, freshness and friendliness in the writing and reading of columns of diverse nature.
- ii) Essence of Experience:- The columnists undertake to mingle their life-long experience and knowledge in their columns, in friendly tones and amicable atmosphere. The columnists mould and mobilize the readers to sustain a fair amount of desirability to go through the columns to enrich their knowledge, information and to form a strong habit for reference, cross-reference and repeated consultation. A personal column based on wisdom and worldly and religious knowledge assists the readers to form a true genuine public opinion.
- iii) Diversity of Thoughts:- There is always a diversity of opinion and thought in the columns, by which readers amply utilize in their practical life. Almost all topics are included in the columns, as medical, legal, psychological, scientific, technological, social, cultural, economic and political issues. The list does not exhaust here, as there can be columns on the interests of the children, women, autocare, recipes, music, archaeology sports, films, reviews, palmistry, astrology, radio and television. We find different styles of narratives, description, logically arranged prose compositions, linguistic and literacy pieces of excellence. There is always a balance and moderation in the columns, and a fair amount of independence and freedom of expression of personal opinions and thoughts, which are usually

absent in other forms and departments of journalism.

- iv) **Individuality:-** The tinge of personal and individual inclination is predominant present in the column-writing. We usually notice few names of columnists in all the newspapers and periodicals, whose columns enjoy popular approval. Their writings and sayings are given proper importance and weight due to individuality and personal address.
- v) **Propagation of Supreme Values:-** Mainly current affairs, and the issues of the times are the subjects of these columns. The art and the demands of the column-writing are to present the issues by detailed explanation. The Columns are mainly made the means to propagate the high values in the society, serve as deterrents of social and other evils and suggest measures to combat the evils and other social malpractices and other reformatory measures. The masses are constantly reminded the supreme values of life besides other matters which are usually overlooked by the general masses.
- vi) **Colourful Statements:-** The various columns are manifestations of stylish and colourful statements and pieces of prose. A single newspaper contains usually more than one column on different permanent subjects or topics or captions. These present a pageantry of colourful pieces of prose-writing, different standard styles of writing, excellent literary pieces. All the readers can enjoy the particular styles and logical compositions with the background of intensive and extensive reading and experience of long years of practice. Each and every column strongly portrays the writer's expertise, mastery on style and language, wide scholarship etc. The various columns assist to get rid of the freedom and tedium of the other types of writings, included in the newspapers, as articles, essays etc. The style and language of the columns comprise essentially of literary taste, poetic

thought, humorous tinge, dramatic and narrative style, simplicity, spontaneity, rhetoric and preaching finish, scholarship, learning, knowledge, pathos, sympathy- almost all other colours.

- vii) **Demands of Individual or Personalised Journalism:-** As said earlier the modern style of column-writing is actually the substitute form of personalised journalism of the past, rather fulfilling the demand of formerly practised personalised journalism. This change was caused due to drastic change in the missionary object of the journalism. Today missionary zeal has factually submitted to the industrial and commercial spirit of the changed. times. As compared to an editorial, a column is published with the name of the writer. As such, the column-writing is accomplishing the objectives of formerly personalised journalism. The columns invariably are built on attractive language and style, effective mode, which not only increases its readership, but also influences its reader in an effective manner.
- viii) **Analysis:-** The columns necessarily work on analytical process, with thought provoking operation, besides providing opportunities to the learned people and intelligentsia to offer their views and opinions and analytical studies of the issues under discussion. Columns objectively project the excellently composed pieces of prose, logically and rhetorically knit arguments, stylishly framed wordings, which collectively serve to guide and instruct and habituate the readers to think on sound foundations individually and collectively.
- ix) **Auxiliary to Editorial:-** Though columns comprise of diverse subjects and topics but also, include those subjects and topics which incidentally or otherwise have been excluded or missed in the editorial page. In this way, columns are actually the supplements to the editorials and prove the best auxiliaries to the editorial articles.

- x) **Direct Address to the Readers:-** As explained in the previous pages that a column is in fact an address made by the columnist direct to the readers. The columnist creates a friendly atmosphere which is most conducive for exchange of views for discussion and especially for the transmission of news, views, opinions. In this particular atmosphere, routine mode is applied to analyse and discuss the problems of everyday life. Sometimes, a columnist often gives answers to the queries of the readers, besides some selected portions of the readers are presented. Sometimes, a columnist selects some news for further detailed discussion, information and guidance for the readers. All functions of personalised journalism are accomplished through these Columns.

3. **Various Types of Columns:** There are many yardsticks by which columns could be classified and placed under a certain category. In this connection, it will be interesting to study the classification schemes worked out by the well-known teachers of journalism.

- i) **Prof. Dr. Shafique Jallandhari** has classified the column-writing into the following categories as  
A- Humorous Columns. B- Editorial-like Columns. C- Specialized Columns. D- Personal diary-like Columns.
- ii) **Dr. Abdul Salam Khurshid** has classified the columns as,  
A- Medical Columns. B- Legal Columns. C- Religious or Deeni Columns. D- Humorous Columns.
- iii) **Prof. Dr. Mehdi Hasan**, is of the following opinion of the classification of Columns.  
A- Humorous Columns. B- Social Problems. C- Political Columns. D- Literacy Columns. E- International Problems or issue Columns.

From the above-mentioned classification, we gather that the columns can be placed into the following general categories.

- i) **Humorous Columns:-** It Contains the humorous elements for the enjoyment and entertainment of the readers, bits-and-parodies, ridiculous aspects from the social set up and life etc are melted into a beautiful writing with ample elements of sarcasm. It is considered the most difficult art to handle, which naturally depends on the predilection and natural trend of the writer. It is necessary to have a full grasp on the language to wield this type of Columns in order to make them easily understandable and intelligible to the majority of the readers. Its demands and requisite are not docile and conscious efforts have to be taken with a view to the readers. However humorous columns are really very important to discard the tedium and boredom of the newspaper, which form major part of the newspapers.

- ii) **Editorial-like Columns:-** These do not necessarily depend on humorous elements only. They are and can be handled efficiently by the experienced and stylish writer of columns. Its demands are different than the other forms of columns. In it are included one's personal views and opinions on any subject or topic in the world like an editorial in any style.

- iii) **Shehar Nama Columns:-** This style of column is mainly limited and confined to the activities and trends and problems of a single city. All the material is arranged with reference to the particular city.

- iv) **Specialised Columns:-** These types of columns are generally limited and confined to a single subject or topic, with the underlying purpose to render better and detailed service to the subject or topic under study and examination. It may be confined to a single department of life or learning. Specialised Columns are arranged in accordance with the circumstances. Under specialised columns are included the columns like, "Legal Column", "Religious or Deeni Column", "Astrology or Palmistry Column", "Sports Columns", "Fashion Column", "Medical Column", "Women's Column", "Students, Labourers" or "Childrens Column". In the specialised Columns, there is a simplicity of language

and style and no literary tastes are added unnecessarily, nor they reflect any personal or individual trends. Specialised Columns can be called "Professional Columns".

v) Diary-like-Columns:- Though these columns are personalised and individualized but, may include some literary and philosophical tinge. A columnist may explain his experiences, events, incidents on personal forum in literary and philosophic manner.

vi) Social Problems Columns:- These columns originated in the humorous columns. Under these Columns, a columnist describes the various social problems, and brings into light all those problems and issues usually ignored and remain in darkness from the eyes of the general readers. The main characteristics of these columns are human sympathy, passions and love for humanity etc.

vii) Columns of National and International Problems:- These columns are of diverse nature and can be named differently, as "Pas-i-Manzar", "Current Affairs", "Politics". Under these columns are included the short notes on the countries, places, personalities, and political terminology. These may be arranged as an epitome of a week's events or affairs or weekly gist of national or international affairs.

viii) Miscellaneous Columns:- These mainly comprise of commentary and criticism on books. Criticism columns on films and theatre, columns on performance in sports, columns on the study of the impending and actual changes in the different walks of life etc.

ix) Literary Columns:- Today, we notice a good number of columns on the national and foreign literature and literary trends, literary and educational problems, columns on literary congresses held in and outside the country. These usually serve to convey a detailed report and the activities taking place on the national as well as the international arena. They also serve the purpose of explanation and explication and thus manage to enrich and enlighten the reader about the

coming changes in literary tastes and upsurge of certain literary movements in the world.

4. Sources of Column:- There are many sources of columns' materials. However the source of material usually is consistent with the nature and the structure of the column to be handled. In case the column relates to a simple matter, the sources shall be correspondingly easy to be handled or otherwise a complex one.

i) In the reflective-type of columns it is not so difficult to gather the material. The reflective columns may relate to an event, a change or any other aspect of life. He can gather the materials intuitively and by employing the imaginative capabilities. The real task implies how to best transform his reflections into an appealing composition. In spoils world it can be materialised by rehashing the past events and performance by the sportsmen and in the political column, it can be accomplished by making an evaluation of the great figures of the past and the present times. In short reflective columns consist of appraisals.

ii) Sources of material for the specialised columns, as on health, stamps, books etc. are fairly easy and readily available. The specialist writer of the columns may be a doctor, a scientist, a sportsman, physician, a religious scholar, a scholar, for literary column etc. They disseminate their ideas and views with special reference to the modern research and various other reference to refresh the readers with the learning in their specialized columns.

iii) Another source of material for the columns consist of anecdotes, titbits, gossip and patter. Apparently their sources of materials are difficult to find and gather, but an experienced columnist can manage by digging hard for the material. For light columns like these, there has been always a keen competition and much hard work is being put individually and by a panel. There have been the syndicated columnists who manage these materials to utilize in their columns. They usually own special staffs of reporters who do leg-work for them. Besides these conventional sources of material, a columnist



also is assisted by friends who provide tips, by publicity agents and by tipsters who supply materials for their columns against some payment.

vi) Another type of column is usually started to contain the philosophic material which otherwise is difficult to find in an easy way. In the philosophic columns, different aspect of life styles may be studied, examined and criticised or even satirised. Moreover a columnist usually probes into the complexities of life in the light of the prevalent concepts and circumstances. The requirement and demand of this column is its original approach without which these columns shall lose their interest. Originality should be so projected in a manner so that the readers should not make any complaint against these columns. In other words, the readers should meet with really original ideas so that the ideas implied in these columns should not be traceable directly to other source. However this is a most difficult type of column and very few columnists gain real sources and popularity.

v) Humorous columns are other categories which are really most welcomed in general circles, but are one of the most difficult columns to be composed, arranged and written. Their sources of materials are really difficult to look after and gather. It is all the more difficult because genuinely humorous material is hard to find or to invent. It has been rightly said that a few persons can continue their humorous columns consistently and persistently and a few survive.

5. Style of the Columns:- It has been stated that there are five general styles, employed in the column-writing. It now depends on the columnist, to choose and select the style of a column according to his aptitude, personality and attitude in close consonance with the type of his column. The selection of an appropriate style also depends on the nature of material a columnist desires to employ.

i) Unified Style:- When a column is desired to be composed and written on a simple subject throughout, a columnist is said to have utilized the unified style. As

per unified style, such column is in fact an essay formally or informally in order to attune his topic and approach. A unified style is generally used by the political columnist, the sports columnist. These columnists used the unified style to discuss a single subject on each day. It is also useful for, those who cater to single-idea columns.

ii) Anecdotal Style:- In this style, a number of unrelated stories and a variety of observations are gathered in a single column. These unrelated stories and varied observations however bear no similarities and have no bearing on each other. By anecdotal style, a columnist is able to include several subjects, ranging from six to ten anecdotes or observation in a single column. However he separates them from each other by asterisks or by other typographical devices.

iii) Departmental Style:- When a columnist has arranged and managed such material which can be easily divided and separated into different departments, it is known as a departmental style. This style greatly assists in turning each and every department interest absorbing one, easy to understand and handle. It is most effective for random observation, little known information and provocative bits of news of general interest, which all collectively make the columns most popular and generally practised. The departmental columns may be given such names as, "in the mailbag", "let we forget", "things to remember", and "Passing Parade". Besides the departments may be separated by asterisks or some other typographical devices.

iv) Unrelated-facts-style:- Under this style of column-writing, a columnist presents a mass of facts which have little or more bearing on each other. In view of the diversity of material, this style serves the best purposes, by arranging and presenting the facts without any apparent order. In order to make distinction between the several unrelated-facts, the columnist simply separates them with one or more periods. It is somewhat a pause which depends on the arrangement of the facts. A columnist usually enlivens

and freshens the interest by variety, surprise or by any other device.

- v) **Question-and-Answer Style:-** Under this style of column-writing, a columnist gives a question and then answers it. By this style, a columnist makes the columns easy to understand and intelligible even to the general readers. This style of writing a column gives ample opportunities to the columnist to raise questions of national and paramount importance and then answers them in easy and understandable style and language. In this way, a good columnist paves the way for instruction, teaching and improving educational values and standard of the general masses in an effective way.
6. **Types of Columns:-** There are, in a manner of speaking, several popular types of columns:-
1. **Editorial Column:-** It is properly called the signed editorial column. In it we find what resembles an editorial in form, but an editorial so palpably personal that it is a cross between an editorial and a column. When an editor writes a piece under his own name he is trying to lay his prestige on the line.
  2. **Standard Column:-** This type of column handles editorial subjects of lesser importance and deals with each in a paragraph or two. They are unsigned and are frequently the work of two or more members of the editorial staff. Outstanding columns in this category are "Topics of the Times" in the New York Times.
  3. **Hodge-Podge Column:-** Here the columnist presents to his reader a hodge podge of stuff a little or no consequence on the principle that variety is not only the spice of life but a sure formula to catch reader's interest.
  4. **The Middle Column:-** The "middle" is so-called because it occupies a position on the editorial page between the main article and the standard column. Its sole purpose is to lighten what could otherwise be serious reading which an editorial page is normally to be expected. It is generally humorous and in any event

it should be entertaining and is usually written in a lighter vein. In length it is about 500 words and the more off-beat it is the better.

5. **The Essay Column:-** This type of column is rare today. Student of English literature will recognize the essay columns of Joseph Chesieun and A.A. Milne an essay, it has style its range is unlimited but it must stick to one rigid rule-it must never be didactic or dull.
6. **The Gossip Column:-** No daily newspaper carries a gossip column and its natural habit is the film magazine which flourishes on gossip, some malicious, some harmless but unquestionably titillating.
7. **The Question and Answer Column:-** This column comes in various colours. It could be a medical column in which a qualified doctor answers queries on health. It could be a sober column in which readers ask questions about their personal problems and get appropriate answers depending on whether the questions are plain, plain silly or serious.
8. **The Sports Column:-** There was a time when some leading newspapers had their daily sports columns, but this is getting to be rarer these days.
9. **The humorous Column:-** Many papers still fight shy of having regular daily humorous column. However these columns are much liked, which contain some satirical comments.

In a sense all these, in essence, are opinion pieces, as are editorials, theatre, film, art and music criticisms. It is not every reporter who can aspire to be a humorous columnist, an art critic or a sports commentator. From each a certain amount of expertise is called for; the critic, in the first place, must have credibility. In other words, he must have a wider knowledge of life and letters. The narrow specialist may have credibility but it is the specialist generalist who will have the audience. To review any piece of creative work, the reviewer must not only be aware of the artist's own past work, but must be able to judge it in the context of other works of the same genre either of his contemporaries or his predecessors or preferably both.

### 3. EDITORIAL WRITING

Editor is the man who conducts a newspaper, and is commonly believed one who writes the editorials. Usually at the bottom of the last page of every paper, is what is known as the "Imprint Line". The Imprint Line in mandatory and pins responsibility on what goes into print on the men who bring out a daily. If a newspaper in any way contravenes the law, the men responsible—the editor and the printer and publisher—can easily be identified and located and will have to obey the court's summons. The editor's chair in the circumstances, is not necessarily a comfortable one. The man who occupies it does not have an easy job. He bears a heavy responsibility and often has been called upon to pay a heavy price in the discharge of that responsibility. Editors in the formative stage of the pre-partition press, were men imbued with a sense of mission.

#### 1. Nature of the Job:

An editorship is not a bed of roses and has never been. Easy as his life may seem he works under all manner of pressures and not all necessarily coming from the management. Because his is the final responsibility in bring out the paper he has to bear the brunt of the wrath whether of advertisers or of existing governments. No two editors are alike. The only common denominator that can be ascribed to them is their humanity, their concern for people, their interest in news. A duplicate problem for every editor is the extent to which he can, and should, delegate authority. In a large paper an editor would have from two to six, sometimes as many as eight assistant editors. Each would have specialized in a particular field of activity such as foreign affair, national affairs, law, finance, defence, agriculture or whatever. No editor can possibly be an expert in all fields and even if he happens to be an immensely knowledgeable man, he just would not have the time to keep up with news developments. It is amazing how a writer has to put in by way of reading. It could be new books on the subject, documents pertaining to it or upcoming literature dealing with the issue. No editor is expected to be a know-all. It is an editor's task to know who,

among his colleagues, is best equipped to write on an event and to assign the task to him. By this the editor is not surrendering his responsibility; he is exercising it wisely. A good editor should know how best to tap the available talent in his office.

A newspaper should not confine its energy only for printing the news accurately, but it should also comment editorially on important matters and events. An editor of a newspaper can exert a lot of influence for the social good of the society. In fact, the editor of a widely circulated national newspaper is the keeper of the public conscience. The editor of a newspaper should always use his paper's influence to improve the lot of the people, to suggest reasonableness when passions are aroused, to remove corruption from public administration and political life and take the administration to task for its failures. No doubt, this is a very important responsibility of the editor of a newspaper which he should discharge sincerely. It is common in most editorial offices for the editor to have a morning conference with his staff. Often it is done around the coffee table where assistant editors can sit informally and not only discuss the day's newspaper but engage in a post-mortem of the news. Depending on what the day's most important issues are, there will be a discussion of some of them at the end of which the editor would lay down his own views and give guidelines. If the editorial staff is homogeneous there would be no difficulty in arriving at a consensus as to what editorial line should be taken on any given subject. Often, if the assistant editors have worked over a long period with the editor, they would know instinctively as to what angle would be projected. In any event it is the editor who lays down the policy and the subjects. Who will write, what is also discussed and decided at this conference.

An editor of a party paper will have no difficulty in the matter of policy as it would have been laid down for him. It would be his task to argue the party case as well as he can, he has a brief. An ideal paper, of course, would be one where its owners would let the editor make his own decisions and argue on the merits of a subject. In that event he would have to be as honest and objective as can possibly be, placing, as he should, the public interest before anything else. He will know that life is not a bed of roses. He must expect to be subjected to all

forms of persuasion, not all of them scrupulous, including flattery, bribery, even physical threats, not to mention behind-the-scenes wire-pulling. Though an editor is once removed from the actual production of a paper. It is in his power to decide what should be published and what should not. In a sense, he has to play God. This is a tremendous responsibility and cannot be ducked. It is an insensitive man and consequently a poor editor who has on occasion tortured himself over taking a decision that could possibly have harmed many people. Most editors may not be called upon to take momentous decisions. Yet editing a paper is one long struggle against time, during which decisions, one way or the other have to be taken. This is both the charm and frustration of being an editor. Responsibility ends with him.

## 2. What is an Editorial?

Literally an editorial means a newspaper article written or sanctioned by the editor a newspaper or magazine article that gives the opinions of the editors or publishers or an expression of opinion that resembles such an article, more specifically an editorial is an article in a newspaper or periodical which gives the views of those who decide its policy. In view of the above definition, an editorial can be described as being actually the essence, kernel and soul of the newspaper, quite different from news and feature writing. Its design and composition is necessarily intended to project its impersonal voice and influence the readers, quite contrary to its traditional role of imparting mere routine information.

## 3. Editorial Policy:

The editorial policy of a newspaper should be based upon fairness and accuracy. It should not only be applied to the editorials but it should also be applied to the news items published in the newspapers. Such a policy will increase the popularity of the newspapers as well as create a lot of confidence among the readers of the newspaper. Of course, the aim of a newspaper is to serve the public interest. In a popular newspaper the news is given an accurate and fair treatment, its editorials are straight, even if a little partisan. A good newspaper will give an honourable treatment even to its opponent. Thus, the editor of a big newspaper can exercise a lot of influence in making his newspaper popular. Although

much of the time of the editor is occupied in the direction of the complex machinery of newspaper as well as attending the conferences with heads of departments, yet he can enthuse the spirit of honesty and public service in all the staff members of his newspaper. The editor commissions writers to write articles for his newspapers, he decides the subjects for the leaders and the lines upon which they are to run, especially when they concern some controversial topics. Some editors also contribute leaders and specials to their columns two or three days a week. In this way, we see that the life of an editor is not an idle one.

In an editorial, emphasis is usually laid down more on concise, precise, intelligent and authentic composition rather than probing into the ultimate truth which is always elusive. Moreover each and every point of view is shrouded in a truth, which warrants proper exposition, explication with historical and geographical background; so as to satiate the thirst for knowledge and in the formation of public opinion. As editorial is intended to habituate the general masses to ponder over the national and international issues, and evolve out their own independent line of thinking, forming opinion. It is intended to analyse the issues in easy terms, by identifying and classifying the conflicting forces, by pointing out the various factors and ingredients underlying the particular issue, and projecting both positive and negative sides of the pictures with emphasis on guidelines. It also brings out the various forces and groups involved and their particular activities. No human being can claim to exist in seclusion with the other groups and societies of the world. Nobody can deny the fact that a good newspaper influences the minds of the people to a great extent. No doubt, a pernicious influence is always more easily exerted than a good influence. Therefore, it is the responsibility of the editor that he should have a good influence on the people by conducting his newspaper in a clean and honest manner. Although the editorial opinion expressed in the editorial may not have a direct influence on the minds of the public, yet it is in fact that if there is a continual reiteration of a certain set of truths, it is bound to make an impression upon the minds of the readers sooner or later. Public opinion is largely influenced by the newspaper's opinion indirectly. On controversial issues people generally adopt the arguments given in the leading



articles on the subject in the different newspapers. In fact, like all subtle influences, a newspaper's opinion is imbibed subconsciously by the readers and there in lies its strength.

#### 4. Scope and Importance of Editorials:

Undoubtedly a newspaper chiefly makes its influence felt on its readers, especially in the political field, by means of the leading articles. In fact, leader writing occupies a very important place in any newspaper. As leader writer should have the quality to write an article on any subject with equal facility. In a way, he is the editorial handy man who should be able to express the considered judgment of his newspaper without being influenced by his personal views. There is no doubt that the leading articles of a newspaper can be used for a lot of good by starting a campaign against many social, political and economic evils existing in the society. An editorial should always be written in an independent style. Generally, the important national papers take an independent line editorially on all things and matters about which they write. Such newspapers do not write their leading articles regarding political controversy in a partisan manner. In fact, the editorials of these newspapers are written in a broad-minded and unbiased manner. The editorial columns of a good newspaper are always interesting. They are full of life and compel attention. The leading articles should be thought-provoking and instead of being biased and partisan they should be independent and full of inspiration for all the readers. A leading article in a newspaper should appeal not only to the few but to the largest number of the readers. A leading article should be the true leader of thoughts in a newspaper. It will not be wrong to say that the best newspaper is that which has the best editorials. Some people believe that the leading articles are read by a microscopic minority of the readers. And, sometimes, jokingly it is said that the leading article is read only by the proof reader who is paid to do so. Apparently, this is not the correct thing. In fact, good editorials are read with the same interest as any other part of a newspaper.

Some people are of firm opinion that the leader writers generally make too much use of political topics for writing their editorials. According to these people the ordinary citizens are not interested in boring politics all the time except at

election time, as witnessed in general elections of February 18, 2008 in Pakistan. The common citizens prefer to read articles on general topics which concern the day to day life. Therefore, it is a good policy that from time to time leading articles should also be written on such topics as are of interest to the average readers and which concern day to day life. Sometimes, a newspaper editor has to speak about the truth in the columns of his newspaper, even at the risk of some danger. While doing so, the editor should do his utmost to retain the goodwill and respect of his readers, otherwise his plain speaking on a topic which is considered a taboo by the people may make his paper suffer. However, the editor should always keep the public interest supreme in all these matters. There is no doubt that a newspaper editor who is afraid to write, even when he knows certainly that this is the right course to pursue, is unworthy to hold his high post. An editor who tries to adopt the easier and safer path whenever faced by such a decision to take a bold step in support of a true cause, will prove himself a coward and will condemn his paper to eternal mediocrity. The editor of a newspaper should maintain certain high ideals of his newspaper worthy of being followed by his juniors. The newspaper editorials should be free, fearless and outspoken, as far as the rooting out of social and economic evils is concerned. He should also be fearless to write against the prevailing corruption, both in the social and political life of the country. Similarly, he must not be afraid of writing against the administration or the government to safeguard the rights and the freedoms of the people. An editor must maintain the high principles of honesty and integrity to enhance the reputation of his newspaper. In fact, an editorial is just like the heart of a newspaper and it is to a great extent responsible for the success or failure of a newspaper.

#### 5. Editorials in the Past and Present:

Towards the end of the nineteenth century, the sub-continent not only saw the origin and rise of early form of journalism coincided with the editorials, which became the very soul of the newspapers but, also the spokesmen of the individual policy and line of thinking. It were the editorials that mattered most in those days. Editorials and the personal views and opinions contained therein far superseded the newspapers, and their success and failure hinged around



them. It has rightly been proclaimed that it was the personality behind the editorial and newspaper. With the advent of new scientific inventions and improvisations, new and improved printing machinery was introduced, which actually accelerated the spread of knowledge and especially ushered in a new era of journalism in the sub-continent. New trends in journalism were witnessed. It was the age of the rise of the mechanization of the press and commercialization, which put a definite closure to the former and enviable personal journalism. The new trends necessitated huge funds in the form of advertising and publicity revenue and other businesses; which resulted in the stoppage of personality-oriented journalism and thereby the controversial and personal editorials. The personal and controversial editorials were thrown into the background of oblivion.

#### Present - day Trends:

Formerly the editorials were disputatious, trivial, controversial and not broad-based, except in the design of a scholarly written preaching, which can be said to be in quite consonance with the demands and spirit of the times, but outlived their utility. New trends introduced the editorials from the national and international point of view. Moreover the diversity of columns rapidly replaced the personal journalism and editorials, and vitiated it greatly. Today, the editorials are meaningful, broad-based, touching all coinciding aspects, both positive and negative, clothed in excellent style and structure of language, arranged in most logical and argumentative lines and potently designed to guide, instruct, inform and impart knowledge to the readers and the audience. Today editorials are the excellent examples of amalgamation of intellect, imagination and a piece of excellent prose-writing. Today the editorials are handled carefully, combining all the factors and elements of depth of study, knowledge, awareness, consciousness, research with particular emphasis on solid conclusions; which often assumes the form of a verdict. A common reader has neither all the requisite sources nor time to probe himself into any issue to arrive at a solid conclusion and to form an opinion. The editorial has assumed that coveted dignity and respect which is the need of the hour, as it does not smell out any partisan and prejudicial feeling of

leanings. It rather serves as a mediator between the two extreme points of views.

#### 6. Factors in Editorial's Development:

As towards the factors and contents of the editorials, a number of them are involved; which can be examined and studied as summarized below:

- a. The editorial assumed new dimension and technique since its modern evolution to the present - day development and shape. The out burst of modern social sciences influenced all the disciplines of modern knowledge, including the journalistic branches especially the editorials and the columns. Former personalized journalism has been vitally replaced by the present - day column - writing in letter and spirit. Contrarily the editorials derive their substance and material from the social sciences. Editorials are now intended to provide and impart comprehensive study and analysis of the ticklish issues, by giving intelligible form of reading material. In this line of thinking, journalism ceased to be something dreadful and prohibited to the general masses, and merely meant for the elite, it now provides food for thinking both to the enlightened and semi - literate classes of the society. The editorial today draws and mostly feeds on research, survey reports, reference material and analysis of public finances. All these factors and elements have lent weight and importance to the editorials, and are now welcomed from quarters of the society.
- b. Besides newspapers, there are other equally important mass media, which have enlarged the canvas of the editorials. The readers and the audience now happen to have an access to the editorials on the same topics from different sources and quarters, including T.V; Radio; Films and screen; news magazines and even the diverse columns in the newspapers. It is the age of strong competition, and there are numerous sources available to the consumers rather the readers. In view of hard competition, the editorials have to be framed

- immaculately complete in all respects. Today the editorials are rightly evaluated according to the merit.
- c. Today, the editorials have made inroads in almost all walks of life and departments of all prevalent disciplines, which fact itself tells about its scope and width. Editorials can be written on social, political, cultural, legal, legislative, economic, educational, intellectual and traditional subjects problems, besides national and international peace and stability, maternity and hospitalization and health problems, children's problems, women's problems, the aged people's problems, ethnic problems, teacher's and students' problems psychological problems, the problems and utility of rituals and customs in the society, the problems of urban and rural population, agricultural and industrial problems; the problems related to the posh areas and "Katchi Abadis", Problems related to civic amenities, and host of others. The range of the editorial is now unlimited and unrestrained. The editorials have changed in contents, colour, taste, width, breadth and are more prone to reactions of the world developments and a variety of crisis. Psychologically, the editorial are arranged as to the direct result of collective genius of the nationhood, and with consistence to national ideology, integrity, integration.
- d. As compared to the editorials published in the end of the nineteenth century and the first two or three decades of the twentieth century, the present - day editorials are undoubtedly institutionalized in colour, content and taste. In the past, the editorials, were segregated, snappy and separate pieces of colorfully and scholarly arranged prose. Besides their respective merits, undoubtedly excellent and supreme with regard to the demands of the times, they were lacking and deficient and unsaturated in several respects and aspects. Formerly the editorials were mostly arranged in sentimental manner without exhaustive commentary, though fully adorned with logic and arguments. They were really pieces of prose adorned in the principles of semantics; rousing the people to action

- in time. Today, the editorials are designed in the form to impart education and to inform the people: touching the different disciplines, arts and crafts and subjects, as to provide fullest possible interpretation. In other words, today the editorials are usually replete with all possible interpretations. It is no more a mere branch of journalism, but has assumed the functions of education. Education is no more a formal process, confined to the walls of the school, college or the university. It is a process, ever continuing in the life of a citizen, ever expanding and never ending.
- e. Today, the editorials are always liable to change in letter and spirit, in response to the demands of the times. In the past, "personal or personalized journalism" has never disappeared in the newspapers altogether; it has persisted the pressures of the times and maintained its existence in one form or the other as, the columns. The columns are the direct result of the personal journalism of yore. It can be said without exaggeration that column - writing has assumed new dimensions, and has branched out into social columns, political columns, cultural columns, light - vein columns, humorous columns and numerous others. The column -writing is actually of wider currency all over the world, and is invariably invested with greater liberty and freedom ever witnessed before. As a result, it has been posing a great threat to the editorials. In other words, the editorials are in direct competition with the columns and the none is the less important. However the avalanche of columns being the potent and implicit threat to the editorials, cannot possibly endanger its entity as the editorials are solidly grounded and have firmly taken its roots in the social structure as well as in the field of the journalism. It is true that the columns enjoy great diversity, individualism, personalized attention and absorption, a greater liberty in the choice of topic and subjects as well as the range of activity. The columnist is invested with greater liberty of privilege of writing on any subject under the sun, even scathing any prominent personality. In spite of these threats and dangers, the

editorials are gaining ground day by day, and implicitly entitled and invested with all possible characteristics of survival in all its purest form and shape.

- f. In order to tackle the problems stated above, it appears that an ideal editor is a man of knowledge, ability, good memory vast knowledge of Pakistan as well as international politic-adherence to principles at any cost, unflagging energy courage of convictions, style, character. And an overriding ego. "Important thing for an editor is always to be keenly aware of the needs of the public and to be able to feel its-impulse. It is to him that the reader will look to, to interpret, yesterday's news. An editor, and certainly a good editor -will offer leadership to the country as only he can. But for that, he will have to offer leadership to his staff - in the first instance. What often makes a newspaper great is the right combination of inspiration, emphasis, design, control, tone and selectivity. It is the editor who will have to see that through his personal leadership, this combination is achieved. Editors have different methods of dealing with the problem of leader writing. Some dictate and then make the final corrections. Some do their own typing. Some others write laboriously in long hand. Some finish their writing by the end of the evening and place a phone call before retiring to bed to see that events have not over taken the editorial some others refuse to put down a word on paper until midnight. An efficient editor is duty - bound to maintain a continuous touch with his colleagues, and can evaluate the public desires and their reactions by attending to the various facts and similar situations. He should maintain a fair balance between the public interest and his extension of cooperation to the government. It is not the job of the editor to give uncritical support to whatever administration is in power. "Neither can it be said that his should be an unrestrained attack. Editorials are widely read with interest, and the editors often are more influential then they are prone to tell themselves. It may be that editorial influence is more over policy

makers than over the public at large. The fact remains that editorials or "leaders" cannot be dismissed out of hand as mere space fillers."

- g. "The Important thing for an editor is to be intellectually honest. He does not always have to be right; in the nature of things he cannot do so. But as long as he is honest and is seen to be honest, his responsibility to his profession ceases there. Nothing more can be expected of an editor and nothing more should. In short, it is the credibility for the editor that matters most. It is important for an editor to be in constant touch with government officials and he cannot afford to be too far-from the madding crowd. The crowd is -and should be - his business. Editors, to be sure, have egos that seem to go with the job. An ideal editor, of course, will have opinions, but will not be opinionated. An editor without an opinion is like a river without water. He will go nowhere. No editor can possibly be knowledgeable in all subjects but it is expected of him to have a lively curiosity and an abiding interest in what makes the world go. Today's editor, besides, must be more than a leader -writer; to be an effective editor he will have to know something of making lay - cuts, or cropping a picture or reviewing a film; in other words, it would not hurt to be a jack-of-all-trades while being master of a few. In the twenties, thirties and well into the forties and even fifties, a paper could still sell on the personality of the editor, but editors of that era were well-known to their readers and they carried something of an aura about them. Editors today are less well-known; editorials are read they are disembodied views rather than the live thoughts of a man passionately committed to truth. Newspapers no more sell on the strength the editorials no matter how well they are written, argued or presented, if a paper is to sell it must take into account popular tastes whether in politics, economics, sports or films."
- h. "The editors are continuously called upon to face the public mind. As all editors know, the public is not as well -informed as it should be and it often doesn't even

care. Editors are seldom known. However this situation does not stand the test of total truth; though public knowledge is limited. The fact of the matter is that in Pakistan, at least, there is a substantial section of the public that is highly sophisticated. This is borne out by the letters that editors get every day, some of which are witty, provocative and often throwing new light on old problems.

- i) It is incumbent on the editor to write an editorial in time, which is a crucial factor in its effectiveness. A timely editorial is most likely to mould the public opinion. It also assists in regulating and controlling the response of the reader, otherwise the salutary effects shall be Legated. A belated and deferred editorial is deprived of its vitality and vigour and effectiveness, and loses its impact and usually, produces undesirable effects. Therefore, a timely action is essential to save an editorial from staleness and stagnation; On the other hand, the enlightened readers usually expect an editor to respond to the fresh events immediately. Again, it is the moral responsibility and professional morality of the editor to register a solid and practical response to these phenomena. It is rather an attribute of a good editorship to respond swiftly to the world events and developments.
- j) There are no hard and fast rules and regulations prescribed on the length of the editorial, except they should be concise and precise. The main attributes of an ideal editorial can be summarized as, lucidity, conciseness, preciseness, reasonableness tolerance, persuasiveness, intelligibleness and understandability; without being vituperative, provocative and abusive. Opposite point of view can be launched without reposing in filthy language, rather advancing in most logical and argumentative manners and thus blunting the others views. The editorials are basically meant and advanced to present and project the various views and issues and aspects involved, so as to bring into light the positive and negative sides. It is intended to guide the readers intellectually to frame their specific views and thus to habituate them to think and ponder

independently and form their public opinion, free from all types of apparent shackles and hindrances.

- k) Another cardinal attribute of an ideal editorial is its stickiness to some virtual principles which basically entail loyalty and consistency. It is well - known that consistency the very salt of life, to which a large number of readers usually subscribe and take fancy to it intellectually and temperamentally from which policy the newspapers cannot dare to budge except to their own damage. The effect of the written word, by its nature, is incalculable. "An editor enjoys immense powers such as are not often realized, he can make or mar reputations. It should be kept in mind that the size of a paper's circulation is no guide post to an editor's influence. The editors have certain responsibilities commensurate with their powers; to the state, their proprietors, to their readers, and to their own conscience. An editor without a conscience could be an enemy of the people and can do irretrievable damage to a nation's psyche. The relations between an editor and the state are rather difficult to be pinpointed and defined accurately, as these are dependent on the several dividing factors. Similar is the case in the relationship between an editor and the proprietor. Some old fashioned editors have held the view that on editor is responsible solely to his conscience and to this readers and that any proprietorial interference in the discharge of his duties is an assault on the freedom of the press that should be resisted. Theoretically such a position is unassailable. In practice, however, many editors have learned that he who pays the piper calls the tune. However the editorial independence and job security do not always go hand in hand.

- l) As to the editorial policy in the editorial page, the editorial writer does not necessarily condition his writings to a certain line of thinking and style. He extends his writings beyond the interpretation and takes liberal views. The underlying criteria; consists in his taking the moral and intellectual appeal to the nature of the man only. Naturally an editorial writer is



best equipped materially and intellectually to enlighten the way to the readers. It is his professional responsibility to study and examine the news from all possible aspects, in order to link the seemingly disparate elements and to connect the trends therein, hidden from the readers. In the process, it is obligatory on him to shun from personal prejudices and combine the elements of credibility on the editorial page while interpreting the news. He should project the evidence fairly before the readers, and all the elements which have gone into the formation of his own opinion. Thus, he will assist in clarifying any given situation and the process of democracy. He should keep the critical appraisal of the readers before him, and not bullied down by anyone group of the readers. He should come up to the moral and intellectual standard of the readers, by sticking strictly on the principles, and thus mobilizing the process of democratic values in the country by precipitating liberal discussion on any given subject. The editorial is virtually the voice and organ through which the editor speaks, and is more important than all the other objective news-stories. The editorial page is the mirror rather the manifestation of an expression of opinion, which grants distinction and fair recognition to the editorial page, it is the editorial page which invests appropriate worth and value to the fact and opinion. The editorial page contains not only the editorial (s), but also the diverse opinions and views expressed by the readers themselves, which furthers the cause of information as well as the views and opinions.

- m) As to the contents of the editorial page, the caption is equally significant and carries the full weight of meaningful words attractive to the readers. The caption should be well worked in an alluring manner, so as to captivate the attention of the readers rapidly rather absorbingly to impel the readers to peruse it carefully. The caption of the editorial should be so designed as to illustrate the main objectives and functions of the editorials which may be summarised as, information, guidance, knowledge, interpretation,

teaching, entertainment, admiration or attack, defense and inspiration. The editorials amply fulfil their functions and objectives through reporting reading, analysis and writing. These can be called the three ingredients. The first one, namely reporting involves to whole cycle of getting the facts at first sources of information or the news-story; whereas by reflection the facts so collected are put to test their logicity and checking them vis-a-vis with the purpose of the editorial. The step is to put these facts in an arranged writing, in calculated and logical manner with proper paragraphing and careful execution of the underlying thought.

#### 7. Categories of Editorials:-

The editorials can be divided into four broad kinds or types as,

- i)- News editorials.
- ii)- Policy editorials.
- iii)- Social or civic editorials.
- iv)- Special editorials as obituaries etc.

These are the categories in general sense, as each category can consist or comprise of number subjects and its range is certainly not limited. News editorials are intended to project all the overt and covert aspects of the news-story under hand. Policy editorials may be written in order to elaborate the various aspect involved in them, and may relate to numerous fields of life. The social or civic editorials may relate to the social, cultural and other allied aspects of life concerning the masses in general and so on. News editorials are usually written on some big or crucial news, and its effectiveness is closely linked with the import and significance of the news. As said earlier, the policy editorial brings into light and prominence the attitude and policy of news-paper on national and international issues. The social editorials are based on the social problems of the humanity all over the world without any consideration to the geographical and social barriers, which may relate to the problems of children of under-developed countries or housing problems in Pakistan. The special editorials may relate to celebrate special days or occasions, as



14th August every year is the day of independence of Pakistan, or Eid Milad day which are celebrated by the newspapers in a befitting manner.

As explained, the editorials are normally designed and structured on logic and reasoning, even employing rhetoric. Editorials may be said to be the amalgamation of rhetoric of emotion of sentiment; largely prompted and motivated by the personal and religious or national involvements of the editor. An editorial, in the opinion of the experts and scholars, should maintain a balance between logic and emotion in order to persuade and influence its readers in an efficient manner and to mould and teach them proficiently.

#### 8. Balancing the Editorials:-

Though the editorials are factually framed in consistence with the choice of the subject concerned, but the balance has to be kept and maintained between the different ingredients of the editorials. In the editorial page, an appropriate balance and variety has to be kept in mind, to lend grace, effectiveness, and attraction. In this respect, a balance between the local, national and international subject and editorial has to be maintained. From the above point of view, the average readers are relatively more interested in local subjects and editorials.

- i) The editorial should be the representative and act as a spokesman of the feelings, grievances of the man in the street. The editorial should identify itself with the common man, whose problems and grievances normally form the major portion in any country of the world.
- ii) It is equally incumbent on the editors to voice the feelings and problems of the other sections of the society. In this connection, the editors should display liberalism in policy by giving equal place and fair hearing to all justice demands equal and fair treatment to all the sections in the society. However, as a policy the editorials should attune to the collective interests of the nation and the country.
- iii) The editorials should conform to universally acknowledged principles of ethics in journalism. It is quite justifiable to employ most scathing language and

weapons, but not without basis and justification. The motives should be weighed according to their implicit and inherent values, and on consideration should be given to petty matters or pettiness.

- iv) The editorials should be designed so as to not injure the religious and personal feelings of the others.

The people usually cherish most for the personal and impersonal faith and religion, and they do not display toleration so far as their religious feelings are concerned. Moreover, the editorials should not be based on hate and fear, which is considered unsound and unhealthy practice never to be put into practice. The editorials should never be based on catch-words, slogan-mongering and generalities, which is highly possible to cause the loss of credibility, detrimental even to the entity of the newspapers and the magazines. The editorials should be so designed as to avoid redundancy which mars the structure of the symmetry and proportions, most essential for them. In this connection, the repeated reproduction of quotations or references or inferences to the speeches of the political pioneers or leaders as well as internationally reputed personages, is not commonly appreciated and welcomed among the knowledgeable circles and even by the average readers.

- v) Though the facts, figures and the statistical charts and diagrams do assist in making clear or clarifying the underlying arguments which bring the points to home, but too much use is not appreciated and liked in any quarter. However, there are certain fields of study, in which statistics, and facts and figures are most indispensable as the field of social studies and problems. The statistical data and figures should be used and employed in a most careful manner, in order to bring the facts into light and not distort them or nullify them.
- vi) The editorials cannot be written in void and vacuum, apart from the human beings. Human beings have been inhabiting the earth for fairly a long period, which has given rise to certain social, economic and political rules

and regulating to national genius, traditions, customs and collectively an historical experience. All our efforts and writings have to be connected and evolved out of our history, in order to deduce lessons, out of the history of our past history. All the contemporary problems of political, social, cultural, economic and traditional nature have to be critically evolved and their pros and cons weighed in the light of our past history and traditions. In this way, all our editorials should imbibe the experience of the past, in order to solve the present problems and with special reference to the future. As such the editorials should take into consideration, all the possible facts and figures of the past experience i.e. historical background, in order to critically evaluate the present times and evolve a synthesis for possible future experience.

#### 9. Sources or Material for Editorial

- a. **Public affairs:** As an editorial page is always a reflection of public affairs, as such public affairs is naturally the main source of material for an editorial. An editorial attunes itself to the public demands, and always entails the analysis, of ideological matters, trends, thoughts and problems. As a true representative of the general interests and public affairs, an editorial always pushes up the rights, interests and the privileges of the public. It is the main and biggest source of material for editorial writing which fact warrants constant contacts, study and examination of the public affairs.
- b. **Keen Observation:** An editorial is also asserted as a potent outcome of a keen observation and contemplation of the editorial staff. It is also claimed to be one of the rich source of material for an editorial; especially the personal observation which is considered to be the dependable source for editorial. By keen observation and contemplation, an editor can probe those significant matters which are usually considered of little value and ignored.
- c. **Library:** A library is an important source of editorials, where a large number of books are kept for consultation

as far as journalistic functions are concerned. Besides public libraries there are a good number of private libraries maintained by individuals in their private capacity as well as by the newspapers organisations. All journalists including the feature - writers, columnist and editorial writers benefit by them greatly. Hence material, data for backgrounders etc is amply available from the libraries.

- d. **Reports:** Today a good number of reports are available, by which a journalist can achieve valuable materials for his writing of an editorial. Reports may vary in nature of subject and inquiry, and are usually published by Government in a variety of departments and contain the most recent findings, information, and valuable facts and figures besides necessary statistics. Reports may be launched by the semi-government organisations as well as by the public corporations and private institutions. There are other number of research-oriented institutions like universities and other centres which usually publish their annual and special reports. These serve a most useful purpose in guiding, informing and supplying the most sought-after information which benefit a lot.
- e. **Enactments:** For editorial writings, all enactments and legislations serve a most potent and effective role. Editorial staff usually utilize by the different laws of the land, by practically employing them in the process of interpretation. He, the journalist and other members of the press, can assert and fight for the safeguard and protection of the rights of the general masses. Hence an editorial is usually aware of the various laws, in order to include in his editorial writings.
- f. **Maxims & Proverbial Sayings:** These are usually used in all kinds of compositions, and writings and are especially most beneficial in editorial writings which not only decorate them but also cause an increase in their effectiveness. These are also the great sources of material for the editorials.
- g. **Reference Books, Periodicals and Magazines :** Usually a standard library keeps reference books as different encyclopaedias as well as social sciences

Encyclopaedias and other valuable reference books. Among the magazines, one is most important and widely consulted one, "Keesing's Contemporary Archives." It is published from Britain and contains most valuable material on almost all current and important topics alphabetically arranged, almost all working journalists consult it and benefit greatly from it.

h. **Newspapers and Magazines:** In the country a number of newspapers and magazines are published, which are usually consulted and studied by the editorial staff. During their study and examination, they often happen to find some tips and points needing elaborate writing suitable for an editorial. Moreover in order to keep abreast with the current affairs and happenings on the world screen, an editorial writer keenly follows them in all available sources for their material. Newspaper and magazines of foreign countries are most cherished ones and deeply studied to probe the current ideas, trends and under-currents of the current affairs, with keen eye for their minutest implications and after effects.

i. **Facts and Figures:** An editorial cannot be said to be complete and accomplished unless and until it is accompanied by facts and figures. Facts and figures tend to clarify the position in an intelligible manner. An editorial's impressiveness and effectiveness is amply increased by the increase of relevant facts and figures. It is no exaggeration that writings owe their origin and development due to the facts and figures and moreover by wisely arrangements of words and paragraphs.

j. **Correspondence:** There is a growing tendency of correspondence in the newspapers and periodicals which naturally reflect the social, economic and cultural problems. Hence "letters to the editors" column is considered the most, important element of journalism and one of the major source of material for the suggested editorials. Correspondence carry weight for their being personal and natural charm and interest besides absence of vested interest and regardless of the advertising pressure and editorial opinion. It is more permeated with candour and integrity. Correspondence also bring out the

hardships, injustice and high-handedness of the government officials. It points out the important realities and hard facts and real issues prevalent in the society and country.

k. **Files, Cuttings and Clippings:** It is a tradition that all newspapers maintain and arrange files and cuttings of editorial and articles regularly according to the topics. In this way, the previously kept and maintained records and files of editorials and articles serve as a valuable reservoir of information and source of material for future editorials. The files, cuttings and clipping assist in maintaining the regularity of the reporting of the given subjects which gives an air of continuity. This process facilitates the professional job of editorial writing.

#### 4. CRITICISM WRITING

##### 1. Criticism Writing-Articles:

All newspapers devote some space to the criticism of arts like films, books, music, theatre etc. The critic visits the theatres, cinemas, art galleries etc and after seeing the shows writes the critical appreciation about them. Many people are very fond of reading the column of criticism regarding drama, film, art shows etc. These critics play a very important role by highlighting the good and weak points of the shows which are going on in the cities. Critics measure these shows on their standards of excellence and give their opinions. Sometimes, the very success of a theatre, film or art show depends upon the favourable or unfavourable criticism which it receives in the press. A critic should be balanced in his approach and objective in his critical appreciation. He should not be vindictive or guided too much by his personal prejudices. A critic first of all should explain as to what a show is about, its contents or the story, and then he should point out its weak and good points. On the basis of his experiences he can highlight its excellent features or criticise its deficiencies.

a. **Criticism on Theatre:** Sometimes, it is said that a critic can make or break a new show on the day after it opens. The cast of every dramatic show want to know what comments they have received in the press. There is not doubt that the critic wields a considerable power

as for as failure or success of a theatrical show is concerned. A critic keeps in view a number of factors while writing the criticism. Firstly, he must keep in mind his audience for whom he is writing and what they are likely to enjoy. Secondly, he should not lower his standard of what is good and what is bad. Thirdly, he must explain the performance of a new show in clear terms, so that the readers can know whether they will enjoy it or not. Fourthly, a critic should try to know not only the tastes of high gentry but also the tastes of the masses. Fifthly, he should be able to highlight the good points of both a tragedy as well as comedy, if it has been performed properly. Sixthly, he should always make a difference between the performances of professionals and amateurs, because the amateurs should not be judged by the same yardstick with which the professionals are to be judged. Seventhly, a critic should not be swayed by his word spinning power and personal prejudices, he should not try to destroy a play by adverse comments just to show his power. Eighthly, the criticism should be objective, well-balanced and true.

The critics of national newspapers have to work very hard. They must see a number of performances, perhaps one every night of the week, in the height of the season. After seeing every performance, they have to rush to the typewriter to write their comments, so that the same appear in the next day's newspaper.

- b. **The Film Critic:** Generally special shows of new film are held for the film critics. Every national newspaper has a special column for film criticism which is published once or twice a week and especially on weekends or Sundays. When a particularly note-worthy film is released, a critic may be asked to write a special criticism of that film. There is a little difference between a theatre performance and a film. The theatre is a live performance in which a different mood and effect may prevail in every performance. Sometimes, even the leading players may be replaced after sometime. On the other hand, the film remains the same for every show, as it is a completely finished

product. A film show remains the same, even if it is seen after months or years. A film critic should remember the following points. Firstly, he must be able to assess the technique of film making like acting, direction, photography etc. Secondly, the film critic should be conversant with the production of the famous directors and producers. Thirdly, he should also be conversant with the famous actors and actresses. Fourthly, he should give a fine assessment of a film, which should be objective and clear cut. Fifthly, he can also tell his readers whether a film is average, below average, mediocre or excellent. Sixthly, he should also tell something about the story of the film, its music and the acting of the individual actors and actresses.

- c. **The Book Critic:** Many writers have the feeling that the book critics never read their books before writing the reviews. They believe that the critics write their reviews only by reading the blurb and the few descriptive words inside the dust jacket. But this is not always correct. Of course, the authors sometimes do get this impression that either due to the less space in the newspaper or due to the critic being overworked, a very sketchy review of their book is published. There are generally three types of book reviews published in the newspapers. Firstly, there is the essay type, it is a review which is comparatively longer written by an authority on the subject. Secondly, there is short review which is given once a week in the review column by a reviewer who reviews a number of books. Thirdly, it is a sort of feature article which is put together from the contents of the book without giving any detailed judgment on it. This is generally written by a reporter in the manner of a news-story.

Now-a-days, hundreds of books are published every week. An author will be much happy even if a small mention of a book is made in the book review column which usually is published once a week. When a reviewer has been given more than one book on the same subject he will usually review the most outstanding of the books in the beginning and comment upon them in the detailed end. Usually the books are



sent to the newspaper offices a month or so before the official date of publication. A slip is also sent along with the book the reviewer should write the name of the book, the name of its publisher, the name of the writer, price of the book and the official date of publication. Book review should not be done in a superficial manner, but the reviewer shows that he read the book thoroughly and give his opinion frankly in an objective and responsible manner.

- d. **The Music and Art Critic:** Generally musicians and artist regard their critics as their insensitive idiots. There is no doubt that criticism of music and arts requires a lot of skill and experience, because here the critics have to find words to express something that is in its essence wordless. Such criticism should be done only by those who possess some knowledge of the different branches of music and arts and who have a lot of interest in the same. Generally, the critics use a well worn and generally ambiguous terminology to criticise music and art. Of course, the critic should be fair and accurate in his criticism. Musicians and artists are very sensitive persons, therefore, the critics should always use decent restraints when criticising their performances.
- e. **Qualities of a Good Critic:** To become a good critic, a person must develop some qualities in his writing to make it distinct and readable. He must always remember that his criticism will be read by both the readers who are interested in the subject as well as by those who are not. Therefore, he should write in such a manner that even these who are not interested in the subject would enjoy reading his criticism. A good criticism is enjoyed by its readers as if they have themselves read the book or seen the play. In fact, a good critic shares his personal experience with his creator. He is in a way the interpreter and the introducer of the subject under review to the readers. There are many persons who simply enjoy reading the review of a book or a music concert or a film. There are many others who would buy the book or go to see the film after reading the reviews in the press.

Thus good criticism is part of good journalism. The opinions of the popular critics are highly valued and respected. In the beginning, a young journalist may have to face some hinderances and problems to become a successful and popular critic. But fame cannot be achieved without doing hard in any field. The same is true as far as journalism is concerned. The most essential quality of a critic is that he should be able to write something which is readable. Of course, he must have also given a bird's eye view of the subject under review. The best critic is a person who can write the best readable prose.

## 2. Article-Writing:

With the advent of modern ages, new horizons have appeared which have widened the thirst and quest for knowledge. In this context, newspapers and periodicals did not lag behind, rather have taken in their fold the ever-increasing role the serious literature and articles. The articles have unlimited scope and countless subjects can be tried in the papers and the periodicals. The articles can be classified according to the subjects, topics available under the sun and on the earth. However there are no hard and fast rules and regulations for their classification; they may be as many as the number of writers. It is rather difficult to categorize them in a simple manner. Conventionally, the editors of the newspapers and periodicals have classified the articles into six main categories.

- a. **Interview Articles:** The interview articles are designed and formed from the views and opinions on a suggested topic of a given subject from a person who has specialized in a certain field of knowledge or discipline. The opinions and ideas so drawn from a prominent person are usually held in complete reverence and respect. These interview articles are written with certain definite objectives and purposes. They are meant to elicit expert opinions from men of letters and expertise, in order to include the latest trends, opinions and views. This assists in arranging, ordering and even enlightening the readers with the modern opinions and views.

- b. **Narrative Article:** It closely resembles to a short story as far as its nature and structure is concerned. It



is built on bare facts with the amalgamation of the elements of conversation, vivid portrayal and description, fast tempo and rapid action, nerve-racking feat, thrilling adventure besides a chilling and sustaining suspense. Its central idea and chief objective is to accelerate rather heighten its effectiveness. Secondly it is meant to entertain its general readers, and thirdly it imparts information and instructions to the readers.

- c. **Utility Article:** It is that type of article which is meant to deliver something good, useful and to be advantageous in tangible or intangible form to the readers. As its name suggests, utility is meant to be delivered and essentially entails some kind of advice and directions for the betterment of the personality. Betterment can be achieved spiritually, mentally and physically. It delivers some definite directions and suggestions to do something or to follow an advice in order to better satisfy the human wants, needs and desires. It is embedded in the human psychology to seek the best ways and methods to satiate his needs and accomplish his desires and to go through his wants. Mentally he wants to be a wiser and learned man, whereas he wishes to be stronger and healthier physically and materially a wealthier person. These are the basic desires, needs and wants of each and every person and the utility articles were bank for them.
- d. **Articles Based on Personal Experience:** In these articles personal experiences are infused to make them interesting, informative, entertaining and above all most instructional. These articles impart lessons of practical life and pave the way to a safe conduct of affairs in all the phases of life and living. Experiences are of diverse nature which basically work wonder in the life of an average man. Experience assists a man largely in conducting his affairs on a safe and solid path, and help to straighten his affairs in a smooth manner. Therefore the experiences of the past generation to maintain the safe continuity of life under all circumstances. Experience largely contributes to the

entertainment, assistance and information of the reader. Such articles not only impart solid instructions, but also enlighten the readers. In these articles, personal experiences or the experiences of other people can be described.

- e. **Confession Article:** These articles are generally written to reveal some experience or some inside story or divulge some secrets. In this type of article a writer takes, the reader into his confidence and hence reveals in a confidential tone his personal and intimate experiences, or those of some one else. Besides in the confession article, the writer may desire to divulge some secrets, some "inside story", conditions or problems which are tightly kept away from the average readers, it is also possible that the average reader is normally unacquainted with the basic facts of some issue. This objective of this type of article is to inform, entertain or to impart practical lesson of life or reform the readers.
- f. **Achievement or Success-Oriented Article:** These are the most objective articles which describe the secret or the story of the success of an individual. These articles are intended to probe into the true factors and elements which led to a prominent success. These types of articles are actually biographical or autobiographical notes with special emphasis on the personality sketch. This article studies and examines the achievements and the various obstacles before an individual came into prominence and acquired fame or fortune. It takes into account all the underlying causes which went into paving the way to the ultimate and most cherished success and goal of life. The chief objectives of this type of essay is to give initiative and courage to the reader, to instruct the readers and especially to inspire the readers and to guide them in rendering courage and initiative to them in seeking solutions to his problems. This article assists the readers to be mentally prepared to face the challenges of life and thereby can arrange adjustments to life.

### 3. Writing for the Magazine:

The magazine is a publication that is issued periodically and contains a variety of literary materials. It is a medium of mass communication which encompasses an area so broad as to improve virtually social, political and economic interests of contemporary men. The field is literally all-embracing and includes periodicals that cover every phase of man's social, cultural and economic life. There is no doubt that much communication of ideas, information and attitudes among the people is carried on through magazines. There are hundreds of magazines ranging from the slick paper picture weekly with circulation in lakhs down to the small special interest quarterly with a circulation of a few thousand only.

- a. **Aims:** The main aim of the magazine is to inform, entertain and influence its readers editorially. They also put before the readers advertising messages of national or regional scope. Generally, magazines are more national in outlook than local. Usually a magazine never appears more frequently than once a week. For this very reason the magazines have more time to dig into problems and events in depth than the daily newspapers. Because of this the magazines have a better opportunity to bring events into focus and interpret their meanings.
- b. **Types of Magazines:** There are so many types of magazines, like consumers' magazines, news magazines, business magazines, literary magazines, professional and scientific magazines, picture and text publications, digest type periodicals, men's magazines, women's magazines, childrens' magazines, house journals, political magazines etc. As a mass medium the magazine is as much a journalists enterprise as the newspaper. But its function differs from the newspapers, as its objective is not to offer hard news but rather entertainment, analysis and interpretations.
- c. **Readership:** Generally, magazines have a specialized readership. The readers purchase the magazines to know the specialized information which is contained in them. Some magazines go to the press days or even weeks before their publication. Therefore, nothing

should be included in the magazine that can be overtaken by events. Supposing a magazine writes about something which has already lost its importance or which has become outdated, then both the writer and the magazine will lose their reputation. The magazines attract their readers from a narrower but a cross section of the population than newspapers.

- d. **Editorial:** The editor of a magazine is in a better position to define the interests of its readers. Those who want to write for the magazine should first of all assess the market for which they want to write. After that they should try to choose a suitable magazine concerning the subject regarding which they want to write. New writers are always welcome to write for the magazines, provided they come up to their standard, because the editors are always on the look out for writers with new ideas which will appeal to their special readership. No doubt, before giving a chance to a new writer, an editor would like to see his previous article to judge his capability.
- e. **Set-Up and Opportunities:** Mostly, magazines are produced on comparatively small budgets. They also have a small staff. For this reason, they mainly depend upon the contributions from freelance authors and journalists, when a magazine is able to establish a complete group of its contributors, its production becomes very smooth, because editors generally depend upon established authors rather than unreliable contributors. They also greatly value the contributions of those writers who are experts on particular subjects and can write on the topic of their specialization with some authority.

It may not be possible to earn one's livelihood exclusively from writing from magazines. A writer may have to write for different magazines. A number of magazine journalists also write books to supplement their incomes. The articles which are written for the magazines are more like a chapter of a book than a newspaper article in their length. In a magazine the length of the article may range between fifteen hundred words to two thousand words whereas in a newspaper generally the

articles are not more than of one thousand words. Like the good newspaper article, the opening sentence of a magazine article should also be quite interesting and captivating. There is no doubt that in a magazine article more facts and details can be given, whereas in a small newspaper article it is not possible to discuss the matter in lengthy detail. But a magazine article like a newspaper article should be complete and have a clearly defined shape. Whenever an article regarding a topical event is written in a magazine, it must give the full details to the readers, so that the readers can have a full information regarding that topic.

Usually, the articles which are written in the magazines are carefully researched and give the impression of the scholarship and authority of the writer. Unless a person is writing about his personal experiences, or he is writing for the personality column, the writer should always remain impersonal.

#### 4. Different Types of Magazines:

The magazines may be studied from their different subjects point of view.

- i) **The Magazines of General Interest:** The magazines of general interest which cater to the needs of the entire population have a very large circulation. They appeal to the interest of everyone, man and woman alike. They are full of information, entertainment, a few photographs etc.
- ii) **The News Magazines:** These are periodicals which are produced weekly or fortnightly. They are designed to summarize news and provide background information. They publish articles on news situations, examine headline personalities, and discuss trends in different fields such as politics, economics, religion, industry, sports, arts etc. They also give comments on the events of the day and their appeal lies in their locality. These magazines sometimes accept articles from outside contributors also. Generally, the majority of the articles in these magazines are written by established journalists who are specialists in their own fields. Sometimes, they also invite articles from important

political personalities to give their point of view regarding certain problems.

- iii) **The High Class magazines:** These are high quality magazines and are aimed at select audiences. They are different from the mass appeal high circulation magazines, as they appeal to a particular class of readers. These are serious minded periodicals offering high level reporting with emphasis upon literary, ethical, social, political or scientific problems.
- iv) **The Magazines of women's Interest:** These magazines are aimed straight at the women readers. They discuss about those topics and problems which concern only the women. Women's magazines are also quite popular now-a-days. They generally deal with women's problems, fashion, food, beauty hints, child care, home making, decoration, hobbies etc.
- v) **The Magazines of Men's Interest:** There are some magazines which are produced only for the male readership. A few of such magazines are very popular among the western countries. These magazines primarily deal with sports, he-man's adventures, sexy love stories, men's fashions, sexy photos and drawings etc.
- vi) **The Technical Magazines:** Then there are a number of technical magazines cater to the needs of certain specialized sections of the society. These magazines may deal with special subjects like science, engineering, medicine, gardening, house building etc. These magazines generally appeal to those working in trade industry or profession.
- vii) **The House Magazines:** These are also called house journals. These are the magazines which are produced by companies, corporations and other organizations for distribution to their employees, customers and shareholders free of cost. Their main purpose is to present the company's policies and products in a favourable light. They also promote a better sense of team work and belonging among the employees. A company may even produce two house magazines, one

internal and the other external. The internal magazine is meant for the staff members, whereas the external house journal is meant for the customers, shareholders and other outsiders. In fact, these house journals are produced by the public relations department of a company or an organization for the promotion of public relations activities.

## 5. LETTERS TO THE EDITOR

Another characteristic feature of the editorial page is the special column of "Letters to the editor," which is actually the reflection of public opinions and views, and further cements the purpose of the editorial page. The column of letters to the editor is regarded as the most powerful medium for voicing the feelings of the general masses, who find enough space to give their own personal views. It is rightly regarded the most significant branch of the journalism and widely practised all over the world. The column of letters to the editor is essentially fulfilling the requirements of the readers, besides filling up the gaps left over by the newspapers and magazines which though unconsciously connive at certain vital problems relating to the society. The major characteristic of this vital branch of journalism, can be summed up in the following manner.

- a. In certain cases, the letters to the editors have invested more significance into the newspapers and their editorial page as compared to the editorials. The column of letters to the editor usually infuse new vigour and enthusiasm among the readers to own the newspaper and further fosters the feeling of sharing in the papers.
- b. Letters to the editor basically induce the readers to form habit of independent thinking and then to compose their thinking into attractive style of writing, with elements of logic and the arguments. In short, the readers usually take fancy of the editorial page because of letters to the editor rather than the editorials.
- c. There is a world of difference between the letters to the editor and the editorials. The column of letters to the editor is a more formal type of writing, with vital

elements of warmth, personal intimacy and natural charm, and personal touch. The general readers have no personal interest, rather the vested interest in the newspaper, thereby granting their writing free of all kinds of pressure, esp. the advertising pressure and editorial opinion. As such the writing of the readers is basically characterized with candidness and frankness and integrity.

- d. Sometimes the newspapers invite the views and opinions of the readers on some selected topic or subject of national importance and interest. As such, this column assumes the vital role of a democratic and enlightened forum, wherein the enlightened elite actively participate, and a cross opinions and views come to the light. In this manner, this column serves as civic meetings, legislatures and congresses, and truly depicts the upsurge of democratic values, necessary for the development free expression and freedom of convictions. This column is truly a reflection of the character and quality of its readers integrity, awareness of problems and ailments of their country as well as their responsibilities.
- e. However, its success depends on the editor, as he was the ultimate person to make a choice and selection of various letters to the editor purported to be included and published in the editorial page, the prestigious page of the newspapers. The editor can assist largely in moulding the quality of the column of letters to the editors, putting checks and balances between the professional and amateurish letter-writers, and by guiding the development of standard, informative and interesting letter-writing. The editorial page should not be allowed to become a tool of propaganda or just a propaganda of certain prejudicial or one-sided line of thinking. The editor should take utmost care to handle the letters, so as to bring out the two sides of the picture and not to allow them grow out of proportion but must relate to the national problems in a collective tune. In short, the editor should care and look after the quality and quantity of letters, by shunning from the

professionalism and political colouring or running personal and private campaigns.

- f. The letters to the editor are also equally subject to all the legislations related to the journalism, as libel. It is thus incumbent on the editor to take care of all the ingruieties inconsistent with the printing and publishing laws. Moreover, a good number of letter-writers subscribe to this column who desire to be anonymous. The editor should respect the wish to the letter-writer. It displays amply that newspapers should include a diversity of letters so as to avoid the charge of class prejudice or political siding or partisanship.
- g. As to maintain the standard and quality of the editorial page, usually an editorial policy committee is formed to examine its problems and takes steps to level them out. The committee thus maintains its policy to preserve the consistency, often noticed as a prominent feature of individual newspapers. It depends on the editorial policy committee to determine and condition its policy to certain trends and be consistent on it.

## CHAPTER-4

## ELECTRONIC MEDIA

## 1. THE HISTORY OF RADIO

In order to trace the invention and history of radio there is a need to understand the sequence of events between 1896, the year of Marconi arrived in London and 1922, when BBC was founded.

The first broadcast of music and speech was made by an American R-Fessenden, in 1906, Later in 1916 the American Radio and Research corporation concerts two or three time a week. A ban imposed on amateur ratio in Britain on the out break of war in 1914 was not lifted until 1919.

Westinghouse had led the way in organizing regular broadcasts in the United State. The first well known American broadcasting station KDKA, Pittsburg, went on the air with regular broadcasting in 1920. Same year regular concerts began to be broadcast in Europe from the Hange.

On 14<sup>th</sup> February, 1992, the first regular broadcasting service in Britain was started from Writtle; it was organized by the experimental section of the Design Department of the Marconi company.

By the year 1924 there were 530 radio stations in the United States. The first commercial programme in the US went on air in August 1922. The voice of America (VOA) first went on the air on Feb. 24, 1942 with a 15 minute broadcast in German Language Similar programme in the Italian, French and English came soon after.

BBC, the British Broadcasting company started functioning in London in November, 1922. However, the first



known regular scheduled international broadcasting came from Radio Netherlands in 1927. In this decade international radio services were setup by other countries including Britain, Germany, France and Japan. These services were often adjuncts to domestic radio stations created primarily to serve overseas citizens of the originating countries. But in late 1930's as war loomed large in Europe and Asia, international broadcasting services. Suddenly had a new dimension; to inform and influence the people and governments of other nations. These external broadcasts multiplied greatly in number and in transmission power during the W.W.II.

The word "C" in BBC in 1922 stood not for "corporation", but for "company" the people at the back of BBC were businessman. However, it was never an ordinarily commercial enterprise. By post office rules it's dividends were restricted by the will of its chief. John Reith, BBC's first General Manager the organization had set out as public service. In the first four years, through broadcasting was technically a business concern, it made no significant profits. It did not concern primarily with the interest of either radio manufacturers or the manufactures of any thing else.

On 1<sup>st</sup> January, 1927 BBC directors did not seek to interfere. With the constitutional, rearrangements which, transformed BBC from a company to a corporation.

The news bulletins and outside broadcasts which later accounted for such a substantial amount of radio time, gained importance between 1923 to 1926 in the early days of broadcasting development in Britain Post Office had the regulatory powers. At a meeting on Feb., 1, 1924. BBC was allowed to broadcast news and microphone records of the occasions without further descriptions of comments on the condition that they did not interfere with newspaper reports. It was not until Jan, 1927 that BBC was given freedom to arrange early news bulletins, running commentary and eye witness accounts.

## 2. BROADCASTING IN PAKISTAN

The origin of organized broadcasting in the indo-Pakistan sub-continent goes back to 1927 when Bombay, station of the Indian Broadcasting service was inaugurated two years later

it was the turn of Calcutta to have a broadcasting station. Delhi station began regular transmission in January 1936. The part of India which later constituted. Pakistan, got the Peshawar broadcasting station inaugurated on March 6, 1935 by the Governor of NWFP Sir Ralf Grifth and Mr. M. Aslam Khattak now a senior politician of the country, became its first station director. On April 1, 1937, All India Radio took over the Peshawar station from NWFP Government. The same year in Lahore between 1928-36 under YMCA.

At the time of independence about a dozen radio stations were there in India, three of them in Pakistan at Peshawar, Lahore and Dacca, now, called Dhaka the capital of Bangladesh.

Broadcasting was introduced in the country by the Pakistan Broadcasting service (PBS). Later it became Radio Pakistan and subsequently the Pakistan Broadcasting corporation (PBC) on 20<sup>th</sup> Dec., 1972. 1995 there were 25 radio stations in different parts of the country. Total duration of daily transmission is now 400 hours with almost hundred percentage (100%) coverage.

By name it appears to be an independent organization. But for all practical purpose it had been working as a subordinate department of the Ministry of Information and Broadcasting.

Administratively PBC is governed by a board of directors. By virtue of his post the, secretary, information and broadcasting, Ministry of Information and Broadcasting is the chairman of the board. The executive Head of PBC is called the Director General, who is assisted by the five Directors; the Director of news and External Services, Director of Programmes, Director of Engineering, Director of Administration and the Director of Finance.

The entire broadcasting is grouped in three categories i.e., the home service, the external services, and the world service and news and current affairs which are also essential part of all the other services.

Pakistan Broadcasting corporation has also sales organization which deals with commercial advertisements.

The central production unit (CPU) of PBC is responsible for producing special programme for domestic consumptions and also for supplying recovered programme to other countries. The Engineering wing of PBC not only maintains and operates the broadcasting houses and transmitters but have also been successful in the field of manufacturing broadcasting equipments the equipment production unit has been fabricating a variety of equipments including high power transmitters in addition to carrying out repairs.

### 3. RADIO AS A MEDIUM OF MASS COMMUNICATION

The present age is rightly called an age of information and broadcasting Radio is the most important medium of communication. It has very special role in the developing countries where literacy rate is low. It is baseless to believe that television can reduce of information namely newspaper, radio and television have not only learnt to live together but have flourished simultaneously. The media is supposed to play a practical role in the social and economic development through creating awareness and favourable public opinion towards social change. This is not an easy job in view of the low literacy rate and deep rooted prejudices.

In the field of informational activity in the developing countries radio still plays a role that no other medium can possible do for example, in our country radio service agriculture like many other inputs and it is the best conveyer of information directly to the farmers so far as the news and current affairs are concerned, despite government control radio remains the largest medium. It is the first communication technology to achieve hundred percentage coverage.

The medium of radio enjoys many technical advantages when compared to print media and television. It can be programmed in local languages, it does not need literacy to understand. It is portable and for a wide variety of subject matters, it has been demonstrated to be as effective teaching medium as the television.

Since a local station serves a small area its aim should be "to reach right into the heart of the community of people" it is expected to serve. A local radio station must be flexible and spontaneous to enable itself to function as the mouth piece of the local community. Radio can easily endeavour to reflect and enrich the life of the society the majority of our population is illiterate or under educated pre-dominantly they earn their livelihood through agriculture. Either they are farmers or work as farm labour. The rural people are simple and backward. The amenities of modern life are still beyond their reach. Newspapers and television are also not very common to them.

Under these circumstance the medium of radio is the only way through which they could be approached and motivated for a change. By now radio has become as the only medium which is closest to the rural masses and reaches to them with utmost speed.

### 4. DEVELOPMENTAL ROLE OF RADIO

Development is a complex process. It includes political, social and economic reform that will ensure equality and guarantee the space in which all human beings may attain their highest potential. And towards that direction the aspects of communication process is largely shared by radio.

In majority of developing countries development falls off projections in spite of the handsome investment in modern media. The best that could be said was that some kind of communication went with some kind of development in some social situation. The development role of radio is a part of the larger spectrum of development communication which after getting due attention is being ignored.

It is important to recognize the meaning of development and communication and their relationship with each other. There was also need for development and communication theory to be systematically linked with the economic theory and patterns of cultural change. The quickest and most effective way of bringing about a change consciousness is the application of technology based communication. Principally radio has the advantage of being able to overcome barriers of illiteracy and distance. It is based on comparatively simple technology and also relatively less expensive.

Radio has the ability to create and transmit new images of what people can do. It can also designate information pertaining to health, education and agriculture and it is directly supporting specific development. Programme the creation of a climate suitable for increased production and serving as a prime mover in economy was the essence and ideology of development communication.

## 5. RADIO NEWS

There are just as many definitions of news as there are books and scholars on journalism. Same is the case with the definition of radio news. However, all of them emphasise different aspects of the subjects. There is something to learn from each one of them. Starting from the common phrase "when a dog bites a man, it is not a news; when a man bites a dog, it is news" we can go through dictionaries and encyclopaedias to know as many definitions. In the present day world news can be an account of an idea or a precise description of a problem. News is current information. But news can also be made of the indications of what may happen in the near future.

No matter how one interprets the definition of news, a good reliable prediction or a speculation must surely be based on 'current information' that is news with the passage of time the evolution of the definition has been changing. It has different meaning for different persons and also on different media. Some thing a news for a newspaper may not be as important or of no significance for radio or television one of the most suitable definitions of news according to broadcasting point of views is as:

"a new piece of information about a significant and recent event that affects the listeners and is of interest to them."

A radio news story is written for the ear, it is not meant for reading. A radio story is also not for any particular segment of the society. It is neither targeted for any special ethnic group nor is limited to any geographical boundary. Its drafting is therefore, more ticklish than the print or usual media.

The most important stylistic principle in radio news writing is simplicity. If the language is too complex, it is possible that the story will not be completely understood by the audience. The radio listener can not retrieve lost information by reading a sentence or story. If the story is not understood the first time around, it would be lost to the listener for ever. Radio news writers generally apply a few rules of their own to help them get information across in the best (simplest form). Keep the sentence short, avoid complex sentence or construction and use basic words not colloquialisms.

### a. Writing News for Radio:

Writing for radio is writing for millions including every type of people educated, uneducated, young and old, men and women from every section of the society. Radio is generally listened in houses where all the members of the family move together. It is, therefore, necessary that nothing should be there against moral ethics of our society. There are five key principles to be kept in mind while writing radio news. It is spoken, it is immediate, it is person to person, it is heard only once and it is sound only.

While it is true that radio news script are shorter than most news stories written for print, the radio news writer is still obliged to tell a complete and clear story. Facts needed to put the story into perspective and provide balance which must be included.

The most important point regarding style in radio news writing is simplicity. If the language is too complex or difficult it is possible the story will not be completely understood. Radio news writers generally apply a few rules of their own to write short sentences and use basic words.

Writers are encouraged to get into the substance of the story and this is best done by starting with a good declarative sentence that presents the most important information. The sentence is not to be overburdened with too many facts in the lead. The listeners should know immediately what has happened. Do not leave him wondering. Writing news for different audience also needs different approaches within the country, some news bulletins are for the whole people, white some are beamed for different provinces or for particular is prepared for foreign listeners. All of them deserve special awareness on the part of the editor.

a. **Virtues of News:**

Radio Journalists everywhere perform their duties, according to the needs and requirements of their listeners, keeping themselves within the parameters set by the society and culture. However, some basic virtues and qualities which are called A.B.C of professional journalism are always kept in mind.

These are:

1. **Accuracy:** Inaccurate and false information is a crime in journalism, but it print or electronic journalism but it is more important and fundamental for Radio. They have a big advantage in being faster than the press but speed increases the risk of error. Thus unconfirmed and speculative stories should not be given on electronic media. In case of slightest doubt about facts and figures the source of the news is always quoted.
2. **Balance and Fairness:** This is another essential quality there should be no comment or twist while giving the facts. In items of controversial nature, both sides of the pictures should be given and if possible the sources of the news value should be the guiding principle. Radio listening is a family habit therefore, nothing in bad taste should be broadcast. Extensive use of governmental views only and overuse of stories of intensions and promises are also contrary to balance and fairness. Too much foreign news, much of which is irrelevant to the listeners is also against the quality of balance.
3. **Clarity and Brevity:** In electronic news, there should be no ambiguity about the facts. Sentence should be short and sample free from complex construction. Simple words is better than difficult words for radio news the listener should understand what you are saying. If an item is not clear, it will be meaningless to the listener.

Brevity is also an important requirement of radio newscast, due to their limited space and time. In radio news all basic facts should be explained in as few words as possible and all unnecessary details should be omitted.

b. **Preparation of News Bulletins:**

There are many categories of news bulletins in our part of the world in Radio Pakistan the main categories are, national, world service (for overseas Pakistanis), regional, local, external and general overseas slow speed bulletins.

National bulletins are meant for the entire population of the country and are broadcast both in Urdu and English News bulletins for Pakistanis are broadcast in Urdu in the world services.

Regional bulletins are broadcast in the regional languages. Local bulletins contains news and announcements of local interest in a particular city or area. External bulletins are broadcast for overseas listeners at dictation pace for use in our embassies in different countries. In the preparation of these bulletins we have to go through the process of selecting and editing news are arranging them in order of importance. In case of longer duration bulletins headlines are also given. The headlines call for dearest and tightest possible writing.

c. **Layout of a Radio Bulletin:**

In Radio Pakistan news rooms, bulletins are prepared on computer network. All details about each and every bulletin are written in it automatically through computer programming fed in it. These details include date and timing of the bulletin, the name of the service in which it is being broadcast i.e. Home (National), Regional, External (overseas), name of supervising controllers and editors and also of stenographers who type it out. The name of news reader is also given.

Each news item is typed out in double or triple space on separated page. All items have an introductory word which called 'slug'. This is printed on the left side of the items.

Sources of the item i.e. agency, reporting regional news units, press release, handout etc is also given at the end of each item in the left hand corner.

Time of printing of an item is noted at the right hand corner.

Specimen of a bulletin.

## Explanations:

- i. opening
- ii. Head lines / Main points.
- iii. Slug
- iv. Lead story / Item
- v. Source of news
- vi. Time of typing
- vii. Other items
- viii. Break
- ix. End.

## i. Opening:

Radio Pakistan

Morning News-casting

Home Broadcasts

07.0800 Hrs.

CN : MR .....

DCN: Mr .....

..... A.M.

Assalam-o-Alaikum

Friday 1<sup>st</sup> of Rabiul Awwal: June the 26<sup>th</sup>.

This is radio Pakistan.

The news read by .....

## ii. Story:

Mainly hot and dry weather over the country except isolated rain over Northern Area had been forecast during the next twelve hours.

+++ Met office / Rwt 6000 hrs +++

This is end of the news.

## 6. RADIO PROGRAMMES

## a. Current Affairs Programmes:

Current affairs programme is in fact news programmes which gives some details about one or more particular news

items. In this type there are many format, as in other radio programmes. As news is a dry subject, its format should keep on changing in order to maintain listener's interest current affairs proformas have different subjects than other programmes. These are the news programmes to explain and provide details and also to comment over a particular event. Such programmes are broadcast to explain significance, the consequences and the effect of one or more news on people.

There is an explosion of information; every single minute and an hour there is a new information to communicate in the third world where democratic traditions and institutions are not as deep-rooted as in the South, there is a growing need to bring transparency. Needless to say that transparency lays bare all secrets white communicating on electronic media, objectivity should be hallmark of current affairs.

In the third world where literacy rate is abysmally low, the importance of but educate as well.

With the news item, a social and culture affairs is not only to inform but educate as well with the news item a social and cultural background is needed to bring home the desired information. In the country like Pakistan were cultural pluralism like most of the countries is not homogeneous, broadcast of current affairs assume relative importance. Ethnic feeling, political polarization and religious intolerance are some of the plague sports. There are growing fears that ethnicity under certain circumstances has a propensity to become 'totalizing' displacing other loyalties and obligations to become the solve basis of identity then the likelihood of ethnic conflict increases because people's identifies and alliances take on a single rather than a multiple focus, leading to a polarization of social division.

Types of current affairs programmes current affairs programme are of two types.

- a. Studio base programme and
- b. Field productions.

## a. Studio Based Programme:

These are the programmes prepared in the studio. According to the need of current affair programmes, we can prepare the following formats.



- i. Talks
- ii. Discussion
- iii. Documentary
- iv. Interviews
- v. Integrated news broadcast.
- vi. News Reel.
- vii. Current affairs Magazine
- viii. Radio news conference.
- ix. News Commentary.

#### b. Field Productions:

Field productions are called outside broadcasts (OB's). It is a broadcast different from studio. It means broadcast of an event originating from a point remote from the studio booths. These broadcasts are arranged at the time of some important event. It could be done with simple reporting as news but it never attracts the listeners because the situation and atmosphere is not presented in reporting. These are microphones that record all the and carries to the listeners. OB's may be as under

- a. Running commentaries.
- b. Radio Reports.
- c. Actuality inserts.

#### c. General Programmes:

Besides, general programmes throughout the world also caters specific needs of different target audience groups or sub-groups of the society. These sub-groups may comprise rural listeners, farmers, women, children, youth, elderly people, laborers, armed forces personnel, sick people and students etc.

Radio being the hot mass media of the era involves the stimulates creative innovation and change which are essential for over all global development. Therefore, if it has to serve as a mass media in its true sense, it must accommodate various versatile needs of the society. This has led radio to produce

and present special and specific programmes for special listeners / audience which are termed as special audience programmes. However, the aims and objectives of these programmes are to attract, involve and entertain as big an audience as possible the terms general and special audience both refer to the target population for which relevant sound material imaginatively designed into a radio programme of adequate format is broadcast. Again the term format refers to the production technique shape and style of a programme.

The most common programme formats are:

- a. Talk
- b. Interview
- c. Feature
- d. Documentary.

## 7. CLASSIFICATION OF PROGRAMMES

Radio programmes can be classified on the basis of various criteria. However, the broad classification of programme is made on the following basis:

- a. Aims of programme.
- b. Audiences of Programmes.
- c. Formats of the Programmes.

#### a. Aims of Programme:

Under this approach programmes are classified in accordance with the overall aims conceived by the planner. This classification comprises entertainment programme, information programmes, educative programmes or social purpose programmes.

#### b. Audiences of Programme:

Radio programme can also be classified into various kinds in terms of the target audience they address. Example include children programme women programmes youth, programmes, students programmes etc.

#### c. Formats of the Programmes:

A common and established classification of radio programmes is to categorize them in terms of various formats such as drama, talks and discussion etc.

Since radio programme formats are well familiar to both the programme makers and the audience, hence names of formats are announced as such. Sometimes at a radio station separate programme sections are established and production staff is assigned there e.g. Drama Section, Talk section, Music Section etc.

## 8. HISTORICAL DEVELOPMENT OF TELEVISION

Television is a result of technological developments of the nineteenth and early twentieth centuries. Television network began in the 1930s. Rapid growth of programming came about following World War-II.

Having in two decades the 1930s and 1930s emerged, from experimental beginnings to become a fixture in Britain and the United States, it would in two more decades become a world medium.

Development came with starting speed, industrial nations that had participated in pre-war-experiments could be expected to make early starts in post-war television; they included Japan, Canada, Australia, and a number of European nations less expected was a burst of activity from other nations.

In Latin America, Mexico, Cuba and Brazil led the way; all launching television operation in 1950s. They were followed rapidly by others. By the end of that decade eighteen Latin American nations had some form of television, with more on the verge Asia virtually kept pace, with the Philippines starting in 1953. By the mid-1906s eighteen Asia nation including Pakistan had entered the television age; other were planning to follow. Africa was not far behind Algeria began in 1965, Egypt in 1960. By the end of the 1960s fifteen African nations had made a start in television. Half the world's nations had by now joined the procession.

## 9. PAKISTAN TELEVISION HISTORY AND DEVELOPMENT

Pakistan's first pilot television station went on air from Lahore 26<sup>th</sup> November, 1964. Now Pakistan has many channels, e.g. PTV world, PTV national, AJK TV PTV Bolan,

PTV Global, and STN (Shalimar television Network), the first private channel (in fact semi government channel) of the country.

The idea to establish television in the country was supported by the report of the commission on National Education setup by the Ayub government in 1958. The commission concluded that television was necessary for educational, economic and social setup of the country. Interestingly the major emphasis was on education and hence the television was introduced in the name of education. Initially television was setup with the help of UNESCO, Colombo plan and Japanese government.

The Japanese report submitted in 1962 urged the television should be introduced as a general purpose service and also cater to the educational needs of the masses.

Funding was a mother of concern for a poor country like Pakistan to meet the graving cost of television broadcasting commercial telecast was also permitted. This was a step forward for self-supporting part of revenues required.

The cabinet decided in 1962 that educational television be established in Pakistan and it should be under government control.

In October, 1963 president gave his consent and said, "television is not a luxury, it is a necessity."

As a result of an agreement between the government of Pakistan and government of Japan, the Nippon Electric company established two pilot stations at Lahore and Dacca in 1964 and 1965 respectively. Initially these stations operated daily for three hours.

Later on more station emerged i.e. Karachi, Islamabad, Quetta and Peshawar in 1993 PTV-2 was established in order to cater to the needs of educational, field in the country. PTV-2 was established at Islamabad. Further educational centers are planned to be operative in other PTV centers to work exclusively for education.

As regards the transmission of PTV-2 there were 16-rebroadcast booster stations in the initial year of 1993. The

transmission network will further expand with the passage of time.

The television promoters company which initially started programming in Pakistan in 1964 was converted into a public limited corporation in 1967.

Colour television introduced in Pakistan in 1976, has added immeasurably to the viewing pleasure of the masses. The sophistication and astistry of PTV production has also stood to gain from the introduction of colour TV, PTV productions have entered the international competitions since 1971 and many are the awards they have won for the country.

There are separate censor Boards for PTV Programmes and commercials which evaluate and clear all local and imported material for broadcast.

#### a. STN:

On 26<sup>th</sup> of May 1990, a new television channel with the name of people television network started its test transmission as a subsidiary of Shalimar Recording Company which is a state enterprise. It was later renamed as Shalimar Television Network (STN).

The STN channel is actually a transmitted and relaying entity, rather than a Programme producing channel originally it broadcast PTV programmes and also some imported material. It got popularity when it started showing CNN programmes particular in the Gulf War. Later a private company Network television Marketing (NTM) acquired its technical facilities and time. Again it was handed over to the PTV as its channel 3. At present channel is using its time and technical infrastructure to beam its own programmes named as ATV.

#### b. Private Channels:

The revolution in electronic media in Pakistan emerged with the introduction of cable TV on the eve of the new century. A number of private TV channels and FM Radio Stations came into being. Some TV stations were given licenses by the government while some others started their transmission from London and Dubai. These include (in Chronological order)

S.#	Channels	Year
1.	Indus Vision	2000
2.	Indus Music, Indus News	2001
3.	ARY digital	2001
4.	Geo	2002
5.	ARY One world	2004
6.	Uni Plus	2004
7.	The Music	2004
8.	QTV	2004
9.	Khyber TV	2004
10.	Business Plus	2004
11.	KTN	2005
12.	APNA	2005
13.	Sindh	2005
14.	ATV	2005
15.	Aaj	2005
16.	TV One	2005
17.	Hum	2005
18.	Labbaik	2005
19.	Rung	2005
20.	CNBC Pakistan	2005
21.	Geo News	2005
22.	Express News	2007
23.	Dawn News TV	2007
24.	Express	2007

Out of these channels ARY One World, Geo News, Express News, Aaj TV, Dawn News and Express 24/7 are 24 hour exclusive news channels. Almost all other channels which are basically mixed programme channels, except Hum, QTV and Labbaik, also broadcast news and current affairs programmes. Business plus and CNBC. Pakistan are the exclusive channels for business and commercial activities while QTV and Labbaik are basically meant for religions programmes.

Although these new private channels have given an evident sense of freedom and right of information to the people

of the country in comparison to the public sector media, they still need more professionalism and journalistic care and responsibility as far as news and current affairs programmes are concerned.

## 10. T.V. NEWS

### a. PTV News

Like Radio Pakistan, News wing of PTV "The PTV News" is the most important segment of this national organization.

It is headed by the Director of News, who sits in the national new bureau (nnb) in Islamabad. A number of 'controllers of news' assists him in looking after various sections. There are five regional news Bureaus, at Karachi, Quetta, Peshawar and Muzaffarabad, each headed by a Deputy Controller / Senior News Editor, which operate under the direct supervision of the Director of News.

Nation Bulletins (Urdu and English) are prepared and broadcast from National news Bureau, Islamabad, while the regional bureaus are responsible for the bulletins in their regional language. The regional bureaus also broadcast local bulletins in the local language of the area as well as in Urdu.

However, the real job of these bureaus is to report and cover all important and news worthy activities, incidents and happenings in their respective regions, so that these could be accommodated and broadcast in the national bulletins.

During the initial period of the PTV in 1960's experienced news Editors from Radio Pakistan were deputed to establish a news setup there they not only did so, but laid a solid foundation on which the whole edifice of "PTV News" proudly stand today.

Initially one or two national bulletins were used to be broadcast per day, however, their number increased gradually with the passage of time and opening of new services. Now the PTV broadcasts news bulletins of about five hundred minutes duration daily and their transmission continues round the clock.

Emphasis is now being given to on camera reporting and attractive screen presentation, using modern graphic techniques and virtual sets.

In all, the PTV World broadcast sixteen Urdu bulletins of 30 minutes and five English bulletins of 70 minutes one Arabic bulletin "Al-Akhbar" is also broadcast of 55 to 65 minutes. Urdu "Khabarnama" of 30 to 40 minutes. This Khabarnama is the oldest new bulletin of the PTV other two Urdu and one English are actually broadcast by PTV world which are relayed on PTV-One.

PTV national which is mostly reserved for regional language programmes, broadcast six bulletins of 60 minutes duration. These include two Sindhi, two Punjabi and two Pushto bulletins of 10 minutes each duration.

An exclusive PTV channel for Baluchistan "PTV-Bolan" which started its transmission in the year (2005) broadcasts seven bulletins of 50 minutes duration in Urdu, Baluchi, Brahari and Pushto language.

Each PTV stations broadcast news of ten minutes duration in their provinces regional language as well as of five minutes duration in Urdu. These local bulletins are broadcast in Urdu in 1625 hours. While regional language bulletins start at 1630 hours. As these bulletins are broadcast on terrestrial frequency, therefore they are not available on cable network.

### b. News on Private TV Channels:

As started earlier, out of Private Pakistan Channels ARY-One World, Geo News Express News, Aaj TV, Dawn News, Express 24/6 and APNA news are the 24 hours news channels in which two of them are eighty five other channels also broadcast news, but they are basically general programme channels. However, Indus plus, KTN, APNA, AAJ, TV-ONE, Waqt and channel 5 have separate News Departments which operate under the direct supervision of the Director of News. The Director is assisted by Assignment Editor (Shift Incharge) Script Editors, Reporters and Other Technical. Staff Usually all news departments work round the clock in three shifts of eight hours each.

These channels besides broadcasting news bulletins on fixed timings, also run news scrolls or tickers on the screen for

the benefits of their viewers. News breaks are also given during the programmes if anything important or unusual happens during other programmes.

Normal news bulletins comprise general news (local, national and international) business and commercial news, sports news and reports on weather. All channels broadcast their bulletins on completion of every hour, except two, which do so five minutes before the hour.

## 11. POTENTIAL OF T.V.

Television is an audio-visual medium and has a tremendous potential to influence it viewers to a maximum level. Its mode of persuasion distinguishes it from the rest of the media. Besides it has a greater entertainment value that is why for people it doesnot have any informative or educative priority the history of television in Pakistan shows that it was introduced as an entertainment gadget.

The mode of education through television differs in its manner and organization. As Marshall McLuhan puts it is a cool medium one has to present things softly and pleasantly if one wants a maximum impact. That's why education information and guidance must be presented in an entertaining manner. The more it is light and indirect the more it would penetrate deeply into the minds something which we, in Pakistan, badly need to know the tremendous potential that T.V has for educational purposes. It is ironical to note that the government and the masses both are unaware of the remarkable note of T.V. The unchecked use of television for personal ends by successive governments has marred the creditability of television to a disastrous level. They have never considered television more than an entertainer. This has created a distorted image of television in the minds of the viewers. This hinders the mass education revolution which can transform our society from illiterate to literate.

There is a need to systematically arouse the expectations of the masses as without their consent nothing useful could be imparted. At the same time the government must loosen its grip on television and make proper arrangements. To recover the lost credibility of the medium and use better minds for arranging its policies. This must always be kept in mind that

without the informative credibility the medium would never gain the status of a guide and educator, and would remain as an entertaining juggler with less positive utilization.

Extensive research has been conducted and is continuing to determine how, and to what extent, watching television influences human behaviour. It is matter that concerns social psychologists as much as media theorists.

The youth audience (Pre-School to high school) is television's most eager and impressionable audience. According to studies audience aged up to 18 spends more hours watching television than in the class room. Children 3 to 4 years old spend 20 percentage of their working hours on television.

Television is also considered as a reason for the drop in student's reading skills. TV advertisements has been considered as health hazard for children of 2 to 8 years age.

However, no research has ever recommended to stop television as a medium but its systematic and judicious use has always been emphasized its potential and impact as a very persuasive, convincing and positive medium has been recognized without any doubt.

## 12. IMPACT OF TELEVISION

### a. Cultural Impact:

Media not only inform but also serve the cultural purpose of lessening tension and enhancing harmony. The positive cultural values can be easily made clear through the audio-visual medium of television. In the same way the negative and destructive tendencies can be shown in an evil shape. Thus making the task of harmonizing the cultural on cultural and sub-cultural level easy.

Television do have cultural effect. Media theorists believe that a new global cultural is emerging through television Fashion, dress decoration and food an under influence, Pop Music is now considered as a universal music Television is the sole source of its wide popularity special production techniques and use of special effects has made pop music the most



popular among masses and now there is seldom any country in the world where this form of music is not on the top rating.

The powerful cultural traditions of alien cultural are getting popularity due to television's repeated telecast.

It is imperative to safeguard the local culture and traditions by depicting right perspective and true representation of the local customs and cultural heritage.

#### b. Political Impact:

Politically speaking, television accentuates the image of leadership. This exaggeration of the leadership potential can easily be used to support the profiles leadership structure, which has never got its due respect due to weak political consciousness. Although the political consciousness is a task within the dominion of education, for a transitional phase it can help to build a stable system.

Television has now become an integral part of political system. Its role starts well before election and it continues till the political activities of next elections.

It is an established fact that TV has elevated the level of politics. It plays an important role in making democracy more rational and responsible. In developing countries television has enhanced overall political awareness.

#### c. Economic Impact:

Apart from giving live information about the economic activity imparting economic education, television creates consumerism. Advertisement on television are so fabulous that almost all with capacity to buy go for it. This also affects the saving capacity of the society with the decrease in saving the institution of social welfare also diminishes because with increase in demand the people are not left with much to invest.

#### d. Social Impact:

Television directly affects the social relationship which binds individuals to each other. It shows the nature and patterns of a nation's cultural structure. It also shows the interactions among different sub-culture. The fusion of local cultures into a national culture is also depicted on television these are the patterns which govern social relationships.

Television also combats the signals from alien cultures. The cultural invasion is nothing but depiction on television. These are the patterns which govern social relationships.

Television has made people captive in their homes. They spend more time before TV they prefer watching their favourite programmes than visiting friends.

#### e. Television and Social Values:

Television has the potential of explaining values. It can use the pictorial capability to show the values their proper environment. It can also make the viewer feel the importance of values by documenting the expressions. There must be an effect to educate them before making them comply with any change or progress in social values. If this is properly done, the impact would be far more greater than the other media the reason is that television can convince the people more easily and powerfully than the rest.

Television supports status quo. It follows the social agenda and strengthens the already existent values. The reason is that television is an entertainer. People take it casually, secondly, its target groups are never clearly demarcated. Thus creating the proper mind for change it is not within the purview of television. Its perishable signals are also a handicap which incapacitate the medium of a second look. As such, the task of change and control is still within the domain of the printed word.

## HISTORY OF NEWSPAPERS IN SUB-CONTINENT

### 1. START OF MUSLIM PRESS IN THE SUB-CONTINENT

It is somewhat appropriate to examine the Muslim press in the sub-continent with a view to the study of the several factors leading to the Pakistan Movement, and then their role as to the establishment of Pakistan. It is because of the fact that both cannot be separated as explained in above lines that is as an institution in a society, the press will change whenever there is a change in the society. It is true also that the history of the press cannot be separated from the history of the nation in which the press exists. If one wants to study the trends of the press in the past, one must study the history of the nation as well. We shall attempt to go with these points in a brief and careful manner. In other words, the press is a rather a reflection of true and inner self of the society.

#### a. Beginning of Press:-

It goes to the credit of the Portuguese Christian Missionaries at Goa, who were the first to establish the first press in Indo-Pakistan sub-continent. Their objective was to propagate their faith. East India Company as a trading company was formed in 1600, who came here in the disguise of merchantmen; and after the Battle of Plassey in 1757, it became the ruling body. After 1757, the Englishmen had usurped vast territories but they never cared for a newspaper here. It was because of the reason that European community was small that too, depended upon the British newspapers which reached the port nine months after the date of issue; and secondly the information quickly spread by the words of

mouth. Moreover the European community in the sub-continent, satisfied their curiosity and interest and reading the British newspapers. With the times, the number of their community grew to a good extent that it was felt the need of a newspaper. The opportunity arose when one section of a European employees of East India company differed with the policies of the company. As far as its administrative and trading policies are concerned. That was tantamount to a revolt, which originated in the difference of opinion and resulted in the establishment of press in this part of the world. "The first announcement was made in this direction by Mr. William Bolts, but it was materialised by another disgruntled and former employee of East India Company, Mr. James Augustus Hicky. He is rightly considered the pioneer of journalism and the founder of the first newspaper in our sub-continent of Indo-Pakistan.

In the days of yore, simple and face-to-face communication was practised which developed and grew into a complex and complicated system of communication today. However there were between the two stages, a number of intermediate phases of progress and advancement. In Islamic society, mosque was the centre of both secular and spiritual communication, followed by a number of regularly employed newswriters serving and functional in provincial capital, when the states assumed new dimensions. They used to send their newsletters speedily through an efficient system of horse-posts and camel-posts. It enabled the Muslim rulers to make close contacts with the people and apprise themselves of the latest developments and then apply corrective measures where these were deemed fit and suitable, with the sole objective to ameliorate the condition of the masses. Besides the messages or the news considered and found suitable for the people, were read out from the pulpit of the mosques. In the sub-continent the Mughal dynasty introduced a more concrete and streamlined system of communication. The news were classified into two categories, the news considered fit for the common men and the news for the elite of the society. In the first category, the news were communicated and transmitted through the couriers to, distant areas, and announced by the beat of the drum. As for as the elite were concerned, all the news letters were out in the court in the presence of the nobles and other

respectable persons. The representatives or the employees in the position of vakils or delegates of the nobels or sidars used to take down notes. They were to compile newsletters and despatch to their clients. With the start of disintegration of Mughal Empire, these simple news organizations spread their range of activity into wider spheres, thus giving rise to a private and professional news-writers. They not only compiled the manuscripts, but also the newspapers, prepared the copies and distributed among the prospective customers for a small sum of amount.

In the nineteenth century, a series of inventions and advances in technology assisted rather precipitated the industrial revolution which has impact on all the departments of individual and national life. These technological advances introduced the printing machine which caused a drastic change into the pattern of communication. The fruits of the civilization cannot be confined in a certain place; as such the printing machinery soon reached the Indo-Pakistan sub-continent. The first newspapers in the sub-continent appeared in English language, with the objective to cater for the needs of the European settlers, followed by newspapers in local languages. These sponsored newspapers by the foreign missionaries were issued with the sole objective of projecting and spreading Christianity among the local inhabitants. Secondly these served as banners of superiority of western culture and ideals of their civilizations in the domain of knowledge. This policy ushered in by the Europeans, actively encouraged by the ruling company, caused a general consternation among the conscientiously religious and devout inhabitants of the sub-continent. As a counter-act there were locally sponsored newspapers to combat the propaganda of the missionaries and saving the locals to fall prey to the pressure of their foreign culture. This situation became very explosive and generated a hotly pursued controversy, which most salutary effects increasing the number of readers and raising the consciousness to the existing issues. In the past, the readership was rather limited due to very low rate of literacy, the high cost of production of the newspapers which a common man could hardly afford were the reasons. Obviously the concept of advertisement was still unborn, and besides the stringent press restrictions. After that period, the local

newspapers made big strides towards progresses in 1935 the long struggle for freedom of the press was crowned with success and the introduction of litho method of printing was introduced which brought down the cost of production besides the Urdu language was recognised as the court language. In spite of the above-noted encouraging trends for the emergence of Urdu Press, it was still limited to weeklies for the press mainly appeared from Lahore and Delhi and some other negligible parts of the sub-continent.

#### b. Outlines of Policies:-

The main outlines of these newspapers were to educate and provide healthy literature to give widest possible coverage to the local and national, issues and news; to include articles on scientific topics published in the newspapers abroad and to reject the prevent public opinion though inadequately. The total circulation of the papers in native language was merely about 5000 only, throughout the sub-continent, which accounts for a total readership of about fifty thousand only. The "Koh-i-Noor" printed only 349 copies, though it claimed to enjoy the widest circulation so far as the Urdu newspaper was concerned. However the newspapers could not get the highest currency due to their highest rates of subscription i.e. two rupees per month which was considered a luxury in those days.

#### c. Growth of Muslim Press:-

In the sub-continent Muslim press or journalism appeared in Persian language.

- i) In 1831, *Al-ne-i-Sikandari* appeared from Calcutta, under the editorship of Moulvi Siraj-ud-Din Ahmed Lukhanavi. It was actively patronized by Mirza Ghalib, who contributed his articles and poems and converted it into a most cherished and sought-after literature newspaper of the day.
- ii) It was followed by "*Meh-i-Alam Afroze*" from Calcutta too under the editorship of Maulvi Wahaj-ud-Din.
- iii) In 1835, two newspapers in Persian language appeared; first "*Ludhiana Akhbar*" from Ludhiana, and the second was "*Sultan-ul-Akhbar*" from Calcutta.

- iv) According to the experienced teachers and the research scholars who claimed that "*Jam-i-Jahan Nama*" is the first newspaper, which appeared in 1822 in Persian and after words supplemented in Urdu language.
  - v) However some people regard the "*Urdu Akbar*" as the pioneer in Muslim journalism as well as the Urdu journal as the Urdu supplement in "*Jam-i-Jahan Nama*" was not considered a full-fledged newspaper. "*Urdu Akbar*" was owned, edited and published by Maulvi Muhammad Baqir who was the father of the famous literary personage of Maulana Muhammad Hussain Azad. It appeared from Delhi in 1836 and was received by all quarters for its objective editorials and impartial and fair comments. It was considered and venerated as a hall-mark in the history of Muslim journalism in South Asia before 1947. It left indelible imprints for its objective commentaries, educational and literary pursuits besides a cosmopolitan and non-communal approach to the national and international issues. Its literary values were lightly appreciable and standardized. In it were collected a variety and plurality of views to be praised and sought after by all in the sub-continent. He was shot dead.
  - vi) In 1837, another newspaper by the name of "*Zubdet-ul-Akhbar*" appeared from Agra. It was started by Maulvi Syed Muhammad Khan, who was the elder brother of Sir Syed Ahmed Khan.
  - vii) In 1841, "*Siraj-ul-Akhbar*" was started under the editorship of Syed Awlaad Ali.
  - viii) Other newspapers before the war of Independence from Bombay of 1857, were, "*Ahsan-ul-Akhbar*", from Bombay in 1841, "*Jalali*" from Lucknow in 1841, "*Gul-i-Rana*" from Delhi, in 1845, "*Karim-ul-Akhbar*" from Delhi, in 1845, "*Sadiq-ul-Akhbar*", from Delhi in 1944, "*Umdad-ul-Akhbar*," from Madras and Barreilly in 1945, "*Muhammadiya*" from Lucknow, in 1845, and "*Asad-ul-Akhbar*" from Agra, in 1847 and many others.
- Before the independence war of 1857, the press and the newspapers enjoyed full freedom and independence during the

Mughal rule. But East India Company took all possible steps and introduced all such measures to suppress the press in the sub-continent. In 1799, Lord Wellesley imposed stringent restrictions by enacting censorship regulators which were strictly applied until 1878, new Governor-General Lord Hastings withdrew them. In 1823, after a short period of only five years, "The Adam Regulations" were legislated and stringently enacted which bound the press to a licensing system. These regulations made it hindering that no person could indulge in printing or publishing a newspaper without a duly issued license of the Governor-General in Council. These regulations also bound the applicants to affix an affidavit as to the giving of names and places etc. of the printer and publisher. The violations to any of the above-mentioned regulations entailed and followed by severe penalties. By the above mentioned legal enactments and regulations, the East India Company managed to suppress even the legitimate voice against inimical measures against the natives. It muzzled all the channels and the sources for dissemination of information and diffusion of knowledge. It was rather the height of barbarism and atrocity ever observed in the annals of the world history. However, these policies gave rise to extreme consternation, general resentment and general condemnation from all quarters. The representations of the protests and condemnation reverberated in the conscientious quarters of the world. Resultantly, Lord Sir Charles Metcalfe, a liberal-minded Governor-General, was rather impressed and impelled to rescind the said regulations in 1836. As such, Adam Regulations remained in force for thirteen years. It is worthwhile to be mentioned that against the heavy odds of enactments and oppressive government, machinery and extremely hostile attitude of the ruling party, the protests and the legitimate criticism of the native press could not be completely hushed and muzzled. Newspapers especially the "Sultan-ul-Akhbar" continued its courageous and bold outbursts against the outrageous and atrocious policies of the government, and could not be cowed down. It presented factual news and commentaries without an iota of fear from any quarter.

## 2. MUSLIM PRESS DURING THE WAR OF INDEPENDENCE (1857)

This disintegration of Mughal Empire started after the demise of the Emperor Aurangzeb, to which several causes are ascribed which are at present out of our study. From a journalistic point of view, we should have a glance to the independence war of 1857 and its effects. The struggle for the freedom of the country began long before 1857, but it appeared in full force or culminated in 1857. Several reasons are ascribed to the failure of the independence war of 1857, including the infidelity of the Hindus and infidelity of other sections of the native inhabitants of the sub-continent. However it was fully realised that armed struggle would be futile and that the situation demanded a long political and constitutional struggle for the coveted independence. The Muslims of the subcontinent also realised the glaring facts of being a minority in the sub-continent and being left alone to their fate by the major sections of the natives, especially the Hindus. The Hindus betrayed the Muslims in the independence war of 1857 outrageously, rather joined hands with the British ruling clique in order to gain illegitimate advantages over the Muslims, with the ulterior motive to avenge their slavery to the Muslim rule for over one thousand years. The clear visualization of these facts and realization of their lost political, social, educational, economic and cultural supremacy resulted in the origin of two-nation theory which proved the way to the creation of Pakistan.

As started in above lines, the origin rather the culmination of the independence war of 1857, can be traced to the battle of Plassey with a chain of outbreaks in 1806, 1824, 1844, 1849 and ultimately in the concentrated struggle in 1857. It was the battle of Plassey which paved the way to British political supremacy and subsequently throughout India, resulting in general consternation and resentment. All factors gathered and burst forth in the independence war of 1857. After the failure of this struggle, the causes of which are not indiscernible, the British government held the Muslims mainly responsible for this armed struggle, with the active propaganda machinery of the Hindus.



The British government marked the former rulers of Delhi as their rivals. The failure of the struggle resulted in degeneration of the Islamic society in India, politically, socially, economically and culturally. Even before the decline of the political authority of the Mughals, the decay of Indian Muslims set in. Economically not only the upper class of the Muslims that suffered under the new conditions, the peasants and the weavers forming the lower class or order of Muslim society were also badly affected." The change of government and the colonial and imperialist oppressive policies effected especially the Muslim society, as they were the rulers before the East India Company. At that stage, there was a revival of Hindu feeling of antagonism against the Muslim coincident with the gradual weakening of the Mughal Empire. The Hindus found greater relief with the advent of the British on Indian political stage. That is why most of the important families of the Hindu society sided directly or indirectly with the English. Even long before the independence war of 1857, the Hindus enjoyed the closest cooperation in the field of commerce with the East India Company. After the failure of the great struggle, the Muslims of the sub-continent were politically, socially, culturally, economically crushed, and they became dormant after the shock of their defeat and demoralisation. On the other hand the Hindus were lavished all the opportunities of business, commerce and employments. They even in the wake of universal rise of democracies and the concept of universal suffrage and majority's right to government, prepared themselves to take charge or responsibility of the sub-continent when the British were to leave their Indian colony. It was the right occasion when the Muslims realized the aims of the Hindus and the antagonistic attitude of both the Hindus and the British. It was the realization of their, being a separate and different community, with different and unique set of faith, beliefs social rituals and traditions, cultural traits and characteristic customs and habits and different educational and ideological back ground. It was right, right and right occasion for the considerate and conscientious leaders to come forward. It fell to the lot of the press to organise and express public opinion and generate a sense of national commonness and identity among the demoralised and depressed Muslims of the sub-continent.

In this wake of national consciousness and identity, a number of scholar, sons, journalists and great personalities came forward for the revival of Muslim glory. In the galaxy of these personages are included Shah Wali-Ulah, Siraj-ud-Dawlah, Hyder Ali, Tipu Sultan, Syed Ahmed Shaheed Bareilvi, Shah Ismail Shaheed with their companions and followers.

- i) The British prosecutor in the trial of Bahadur Shah after the failure of the National Struggle for freedom in 1857, stated and stressed that it was the conspiracy of the press and palace that brought about the great rebellion.
- ii) But it should be understood that the press at that stage was in its infancy and was very feeble to influence the general public. It was next to impossibility that the native press with its total circulation of little more than five thousand could influence the whole sub-continent.
- iii) After the struggle was over, the newspapers specially owned by the Muslims were repressed and disappeared from the scene, immediately after the 1857 independence war was over.
- iv) During the war of independence the press just sided with the cause of the freedom-fighters. They launched strenuous efforts to boost up the morale of the people, by proving the cause of the struggle as just and justified. It published the progress of the war constantly and kept the people in touch with the latest developments. The press, though feeble it was, raised criticisms against, the oppressive policies and atrocities of the Britisher. In this struggle, "Delhi Urdu Akbar," "Khulasat-ul-Akhbar" and "Sadiq-ul-Akhbar" actively took part in advancing and justifying the cause of the freedom fighters. They gravely criticized and condemned the atrocious and oppressive policies of the Britishers. They amply gave spaces to the reporting of news and editorials on the subject. Their policies, writings and editorials caused alarm among the British ruling party.

- v) *Muslim Press's Point of View*: The Muslim press "vehemently" raised their voice against the high-handedness, barbarism and oppressiveness meted out to the Muslims specially. The press amply quoted examples of atrocities meted out to the innocent Muslims, with glaring examples of objectives to obliterate the Muslims, their institutions, their traditions and culture. On the other hand, the Anglo-Indian press issued highly provocative statements in the form of the editorials and correspondence columns. They overtly incited their co-patriots to avenge the English murders and even delved into ethnic rivalry, by freely lavishing abuses on the natives. The Anglo-Indian press accused the native press of gaining its selfish ends, and fostering sedition and racial and religious animosities. They accused the native press of causing great embarrassment to the government by daily publishing events of war without verifying their authenticity. In the words of Lord Canning, sedition had been pouring to an audacious extent into the hearts of the native population within the last few weeks under the guise of intelligence supplied by the native newspapers. That facts have been grossly misrepresented, so grossly that with educated and informed minds, the very extravagance of the misrepresentations come uncontradicted and readily credited. Constant vilifications of the government, false assertions of its purposes, and unceasing attempts to sow discontent and hatred between it and its subjects.
- vi) Lord Canning introduced a bill which was applicable to Anglo-Indian and native press as well, by which no press could operate without a license from the government. The license was to be granted by the Governor-General in council under such conditions as deemed fit by him. In this way, a machinery was evolved to suppress the native press. But the native press were not discouraged rather sharply criticised the imposition of the "press Act"; as it denied the Indian editor the right of independent judgment, the right of free expression and the right which every

Englishman Claims of thinking and speaking as he pleases.

- vii) In following their policies of repressing the native press, they made the target of this oppressive policies of those newspapers which openly sided with the freedom fighters. They made them their main target of their vengeance and crushed ruthlessly. They were soon obliterated from the scene after the end of the independence war of 1857. All those belonging to the *rakk* and file of the alleged rebels, the elite and the nobility, suspected to have taken part or aided or sympathised with the freedom fighters were all ruthlessly crushed. Two Muslim editors of "*Doorbin*," and "*Sultanul Akhbar*" were prosecuted, and the editor of "*Delhi Urdu Akhbar*", Maulvi Mhammad Baqir, father of Maulana Mohammad Hussain Azad, was shot dead. The Britishers made the Urdu newspapers of Delhi and North Western provinces, the special targets of their oppression and suppressive policies. In short, Muslim press was finished in the sub-continent, whereas the Hindu-owned newspapers were forgiven,

### 3. SIR SYED AHMAD KHAN AS A JOURNALIST

Apart from the freedom of the individual, Islam has emphasised the free expression of ideas more than any other religion or philosophic system. It was due to the vitality, vigour and force of Islamic ideology alone that the Muslims survived during the most critical junctures of their history. The eternal truth of Islamic message provided them hope and courage in all states and stages of human despair and disappointment. One such difficult hour in Muslim history was the aftermath of the war of freedom in 1857. Its disastrous consequences drove the Muslims into total alienation, depression and degradation. But the forceful message of Islam, apart from the exhortations of mystics, religious scholars, and sue enlightened philosophers as Sayyid Ahmad Khan, saved them from "total collapse". The trauma of 1857 left the Muslims of the sub continent paralyzed socially, economically and politically. Without the timely and sincere urging of leaders like Sayyid Ahmed Khan and the sacrifices of such religious leaders as Maulana Fazle Haq Khairabadi, the

Muslims of the sub-continent would never have been able to move out of the deep abyss and chaos they had been thrown in due to the treachery both of their co-religionists and the Hindus. After the social hibernation of some years, Sir Sayyid Ahmed's fervent and agonised appeals showed a magical effect, and the Muslims started returning to the fold of national mainstream. Sir Sayyid discerned very shrewdly that the post-1857 period was a pause for the Muslims to convalesce from the deeper wounds of 1857 freedom struggle. The continuation of a war-path would have sealed their fate on the sub-continent for ever. Sir Sayyid, therefore, argued in favour of a policy of cooperation with the British as against a line of confrontation whose tragic failure lauded the Muslims into the most painful and shameful phase of their history.

Apart from the untiring efforts put up by such Muslim luminaries as Sir Sayyid, the Muslims press also played a major role in bringing the ship of Muslim Destiny ashore. Sir Sayyid not only wanted to unite the Muslims to become an effective social and political force but he also wanted to equip them with education necessary to fight a political battle for their rights in future. It was for this purpose that he opened a college, which acquired the status of a University later at Aligarh. A class of conscientious Muslims leaders rose up to face the situation. It was decidedly the British imperialism which had firmly clutched the sub-continent in her iron hands, against which only political and constitutional warfare was feasible. It was the Muslims who were chagrined and disappointed, whereas for the Hindus it was merely a change of rulers, and who managed a close cooperation with the Britishers as they did with the rulers in the past. The Hindus, as usually successfully contrived with the ruling party in order to gain their ends and nefarious objectives to wreak vengeance on the Muslims, their past masters and rulers. The Britishers applied their full force and policies to crush down the revolutionary nature of the Muslims and the past rulers, from whom they snatched power and grabbed land treacherously. The British rulers were fully aware of the philosophy of "jihad", a basic tenet in Islamic teachings and deeply cherished by the Muslims. There appeared a very wide gap between the Muslims and the government, and there was no one to bridge the gap. In some quarters of the British circle,

there had been wild thinking, scheming to suppress the ever-existing but latent threat in Muslims as prosecuting them, sending them to unknown land, or banning their religious book "The Koran" that emphasized the concept of "Jihad", or to convert the Muslims forcibly to Christianity. Practically they adopted relationship with the Hindus, whose cooperation served their best interests in the sub-continent. Among the Muslim luminaries who prepared for the intellectual and cultural uplift was the great personality of Sir Sayyid, blessed with deep foresight and deep interest in the future of the Muslims of sub-continent. After the lapse of quite a few years, Sir Sayyid launched a newspaper, "Tehzeeb-ul-Ikhlāq" with a view to mobilising Muslim opinion for any fight for the political rights of the Muslims.

**A- Objectives:** Sir Sayyid Ahmad Khan was the person who actually laid the foundations of press as an institution of society. He launched and sponsored "Tahzib-ul-Akhlaq" and a bilingual "Scientific Society Magazine", with the role motive to teach, to deliver a message and to preach. The objectives can be summarized as below:

- i) The main objective was to usher in a cultural revolution gradually in Muslim society.
- ii) Secondly, it was intended to re-introduce and over-haul a complete thinking of age-old concepts unrelated to the real spirit of Islam.
- iii) By the periodicals, it was intended to introduce journalism-cum-literature with the implicit objective to present Islam in a rational and scientific perspective and foundations, shredding away the superstitions and futile traditions and conventions which have penetrated in the fold of Islamic injunctions due to age-long minglings with the Hinduism.
- iv) It was intended to rouse the Muslims to the modern thinking and modern technology, civilization and allied progressive trends as witnessed in Europe.
- v) It was intended to urge the people to wake up from their long slumber of futility, feudalism and good-for-nothing life which shrouded them in complete darkness.

and ignorance and carelessness. It was prescribed to urge and mould the Muslims to learn modern sciences.

- vi) These periodicals were floated to assist the Muslims to be conscious of their glorious past of Islam; the main streams of positive thinking and developments on sound footings. It was positively implied to introduce a gradual but healthy transformation of life in accordance with the teaching of Islam.
- vii) The paper and the magazines as envisaged by Sir Sayyid Ahmed Khan were a part of a full-fledged programme of introducing a comprehensive plan for social, cultural, literary and educational uplift and renaissance of Muslim society in the sub-continent which has fallen in the abysmal depth of ignominy.

The "Tahzeeb-ul-Akhlaq" continued its existence for about seven years, from 1870-1877; whereas the "Scientific Society Magazine" continued its publishing for more than three decades. As far as their circulation is concerned, it was very small but much penetrative and effective as far as readership is concerned. The readership consisted of such men of influence and intelligence, who could be called the opinion makers. Their policies were deeply rooted, far-sighted, far-reaching, long-ranging and deeply-seated in the economic, social and cultural and political setting of the Muslim society of the sub-continent. Hence its impact on the contemporary Muslim press was not only considerable but far-reaching and blazed a long way for the coming generations and for the future Muslim papers who followed and advocated almost the same policy.

- viii) There were some Muslim newspapers, mostly weeklies or monthlies, even before the launching of "Tahzeeb-ul-Ikhlaq," which were working to galvanise Muslim public opinion and protect their genuine rights. One such weekly "Rafiq-i-Hind," appeared on January 5, 1884 from Lahore and Maulvi Mahram Chishti was its Editor. Its first article, which was written by Sir Sayyid Ahmed Khan contained some basic principles for the guidance of Indian Muslims. Sir Sayyid said,

"We should try to better the lot of Muslims in matters both worldly and religious affairs through this paper as far as possible. We should inform them of their drawbacks which they fail to visualise but which as highly visible to the non-Muslims. We should also persuade them to acquire the better qualities of others as well." Sir Sayyid's words were, in a sense, the charter of Muslim press at that time and there was no saner counsel than the one offered by Sir Sayyid.

- ix) In 1869, Sir Sayyid visited London and very minutely studied the civilisation, culture and British way of life. He was shocked to observe the rich and luxurious style of British life, on the one hand, and on the other hand, the disgraceful state of Muslim affairs. He concluded that poverty, ignorance and false opinions and ideas were the major cause of Muslim degradation in India. He, therefore, firmly resolved to transform the Muslim thinking through the publication of some newspapers. It was with this goal in view that he, first, launched the "Scientific Society Magazine," and later, started the publication of "Tahzeeb-ul-Ikhlaq."

- x) It is relevant to point out here that even before the ushering in of a new era of journalism in India, Sir Sayyid Ahmed Khan had acquired sufficient experience and expertise by managing the affairs of "Sayed-ul-Akhbar", a newspaper launched by Sir Sayyid's brother, Syed Muhammad Khan in 1837. This newspaper continued its publication until 1848. But was not the first Muslim newspaper. Prior to its publication, Maulvi Muhammad Baqar started the publication of "Delhi Urdu Akhbar" in 1837 which is acknowledged to be the first urdu newspaper in northern India. Maulvi Muhammad Baqir was also the owner of first printing press in northern India. This press alongwith the "Delhi Urdu Akhbar" acquired special significance during the 1857 struggle for freedom. A "Fatwa" in favour of the war of independence was printed at Maulvi Baqir's press. This "Fatwa" declared the participation of the people in the war of freedom as a religious duty and exhorted all the people around and as far as Delhi to take part in



this noble act. During the freedom struggle, a supplement "Akhbar-i-Zafar" was also added to "Delhi Urdu Akhbar." However, "Sadiq-ul-Akhbar", which was owned and run by Syed Jamil-ud-Din Khan in 1854, was the most popular publication during the war of freedom.

Its Copies were presented during the trial of Bahadur Shah Zafar to establish his guilt i.e. his patronage of the war of freedom against the British.

- xi) Against the setting of Muslim society, Sir Sayyid Ahmed Khan exhorted persistently the Muslims to shun the practical politics of the sub-continent, until and unless they are properly educated, well-informed, and trained in the proper sense of the word. At this stage the Muslim press contained the salient features as, an introduction of properly oriented to the needs and requirements of the Muslim society on western lines, catering to the reformatory processing of the Muslims of the sub-continent, a gradual and steady transformation rather interpretation of Islamic injunctions in the light of the modern developments of science and technology, prompting and advancing the cause of healthy literature for society morally and culturally; besides preparing the Muslims mentally and intellectually, socially, economically and politically and specially educationally for suitability and fitness for a demand in the public services and to some extent interference rather interest in the affairs of the Muslim world.
- xii) It is relevant here to describe the social, cultural and political atmosphere prevailing in India by the end of the nineteenth century which triggered the emergency of Muslim Press aiming at the protection of Muslim interests. No other book than Hali's "Musaddas" and Hankim Chandra Chatterjee's "Anandamath" influenced so deeply the sociopolitical regeneration of the two big communities on the subcontinent i.e. the Muslims and the Hindus.

Hali aimed more at describing afresh the message of Islam and projecting the lost glory of the Muslims than

creating any hatred against the Hindus. But Anandamath (The Abbey of Bliss) was nearly aimed not only at creating ill-will against the Muslims but also eliminating them totally from the Indian soil. This is too transparent a reflection of the working of Hindu mind at that time. On the pages of Anandamath, one meets a community which believes in no caste distinctions but whose sole purpose was to destroy every vestige of Muslim rule in India.

- xiii) *Risala-i-Asbab-i-Baghawat-i-Hind (The Causes of Indian Revolt)*: Sir Sayyid Ahmed Khan in his above-cited risala purported to bridge the ever increasing gap between the rulers and the Muslims and tried to allay the weight of responsibility of the alleged mutiny which was put on the neck of the Muslims only. He pinpointed the true cause of the so-called mutiny which was not a sudden phenomena but a general accumulation of differences and grievances for the last so many years. As such the contributory factors leading to the revolt or independence war, according to Sir Sayyid Ahmed Khan are the following: -

- a. The so-called mutiny was caused due to several wrongdoings, frustrations perpetrated against the ruled. People had lost all faith in the British rulers.
- b. From the activities of the Christian missionaries in the sub-continent, the people rightly concluded and believed that the alien government was bound to meddle into the religious affairs of the people.
- c. Economically, the people ascribed their ruination to the rapacious money-lending classes besides rates of revenue assessments. It not only reduced them to extreme impoverishment but also shaker their allegiance and faith to the British.
- d. With the introduction of new administrative set-up and structure in the sub-continent, besides dissolution of native durbars and disbandment of the princely armies; all factors joined together in giving rise to a widespread unemployment in the whole of the sub-continent.



- e. The British-made manufactures first throttled the indigenous industries due to their low cost of production and choked the industries in the sub-continent. This policy first accelerated the unemployment.
  - f. The British government failed to provide proper channels and means of communication to listen to the grievances of the people. There were no means of association between the ruler and the ruled.
  - g. The attitude of the Muslims was not malicious and biased and prejudiced to the Britishers as wrongly understood. Their reaction was the direct outcome of harsh treatment meted out to them.
  - h. The Muslims, once the rulers of the sub-continent and who practically monopolised the higher administrative ranks, were deprived rather reduced to alter destitution. It caused frustration and desperate action.
- xiv) **The Scientific Society Magazine:-** All the newspapers and magazines sponsored by Sir Sayyid Ahmed Khan, were part of the Aligarh Movement, in which "The Scientific Society Magazine" holds a prominent place. The objective underlying this magazine can be summarised as follow. The above-mentioned newspaper was published on regular basis in which objectivity was the key-note, emphasizing on the authenticity of the news and their sources and with this respective historical perspective. It adopted the policy of criticism of the certain policies of the government on neutral basis and with subdued tone, on well balanced manner. Its policy of clear attitude and soft tone attracted soon the attention of the people; and was successful to cause a drastic change in the thinking of the people. Its each issue was factually a valuable compendium of social, moral, cultural, educational, political and economic topics, mostly written by Sir Sayyid Ahmed Khan and contributed by a good number of prominent literary persons and luminaries of the age. That was why it was accepted and recognised as the spokesman and mouth-piece of

the intellectually-gifted and educated Muslims of the sub-continent.

x. **The Loyal Muhammadan's of India:-**

**The Muhammadan Social Reformer:-** In his pamphlet of "The Loyal Muhammadans of India," in accordance to his settled mode of thinking to introduce a compromising policy toward the ruler, he pointed out those events and incidents in which the loyal Muslims saved the lives of the British nationals. He elaborately discussed all such heroic actions when the English families were rescued during the mutiny. It was his introductory measure, by which he paved the way for cordial relations between the ruled and the rulers. He was successful in diffusing the tense situation, prevailing between the Muslims and the British; also in removing the explicit and implicit misunderstandings. The occasion was ripe then, for launching a full-fledged movement, well-known historically as "Aligarh Movement." Aligarh Movement was a collective name of struggle, aimed at toning up and boosting up the morale of the Muslims socially, culturally, economically and especially educationally. As such Aligarh Movement, as a multi-purpose project, was ushered in with full strength in order to reinstate and for the uplift of the Muslims of the sub-continent. It was intended to refuse new spirit, courage and create such mental and intellectual equipments to enable the Muslims to become good and responsible citizens and render their services to their community and the country. It was rightly inculcated into the minds of the Muslims that they were not a negligible minority but a strong nation with all necessary elements, components and constitutions; destined to have their own independent state in future. Implicitly, the way to the two-nation theory was introduced which played a prominent role in the creation of Pakistan.

In "**The Muhammadan Social Reformer**," Sir Sayyid inculcated on the Muslims to adopt an independent mode of thinking, shunning hypocrisy and un-Islamic attitudes, traditions, customs and rituals. Muslim boys and especially

the girls should be prepared to take active part in daily routine, besides in industrial matters so as to become a normal and culturally standardized nation in all respects. Educationally there should be established Islamic schools and madrassas in all the nooks and corners of the sub-continent. Where education should be arranged on modern and western lines.

It was the main objective of the magazines to shed away lethargy and shed away the melancholic attitude and allied inferiority complex to lead a normal life. The Muslims should be proud of their glorious past, and repose till confidence in their present and be prepared for their bright, future. It was clearly displayed the importance in brotherhood, national identity, Islamic unity and Islamic nationhood, wherewith they are strongly cemented. The importance of the preservation of their cultural heritage was emphasized, and in this connection a number of Muslim scholars and writers were persuaded to contribute their well-balanced articles and essays to build up their own literature, especially in Urdu language. Sir Sayyid Ahmed Khan's appeal was welcomed in all quarters, which enriched the Urdu literature in many respects. However the importance of learning English language was understood, which was essential to keep up pace with the times.

It will be no exaggeration to state that Sir Sayyid Ahmad Khan, was the pioneer in ushering in an era of Muslim journalism, which blazed the long way to the future journalistic trends.

#### 4. SECOND PHASE OF MUSLIM PRESS

In the face of Hindu prejudice and the pressure of newly emerging social and political realities, the All-India Muslim League was established on December 30, 1906. Nawab Viqar-ul-Mulk, Nawab Salimullah, of Dacca, and Mazhar-ul-Haq were some of the prominent Muslim leaders who played a significant part in the formation of a Muslim Political organisation which could effectively voice the grievances and demand of the Muslim community and struggle for their rectification or realisation. Maulana Muhammad Ali, who was also present at this session, was one of the leading draftsman of the League constitution. During the later decades, Maulana

Muhammad Ali alongwith his brother, Maulana Shaukat Ali, waged a relentless struggle for the rights of the Muslims. Maulana Muhammad Ali's "Comrade" alongwith a few other Muslim publications became the representative voice of Muslim interests in India. Maulana Muhammad Ali, Maulana Zafar Ali Khan and Maulana Abdul Kalam Azad were a trio of Muslim newsmen and political leaders whose efforts gave a new impetus to the Muslim struggle for freedom. Maulana Muhammad Ali and Maulana Zafar Ali Khan became the advocates of a two-nation theory, while Maulana Azad joined hands with the Indian National Congress.

Once the Muslims of the sub-continent became aware of Hindu thinking and intentions, there appeared some big and small newspapers, weeklies and monthlies who guarded Muslim interests and guided them in their darkest hours. The services rendered by such Muslim papers as Sir Sayyid's "Scientific Society" magazine, "Tehzeeb-ul-Ikhlaq," Maulana Muhammad Ali's "Comrade" and Maulana Zafar Ali Khan's "Zamindar" will be written in golden words in the annals of Muslim history. "Tehzeeb-ul-Ikhlaq," "Comrade," "Zamindar," weekly and later, daily "Dawn" and "The Pakistan Times" will be counted as the big names in the evolution of Muslim press on the sub-continent. It will, however, be great injustice if we don't describe the fairly bold struggle put up by some small papers for the cause of Muslim freedom. "Koh-i-Noor", the first newspaper in the Punjab, appeared in 1850 and terminated its publication in 1940. "Oudh Akhbar," a weekly, appeared in 1858; Munshi Naul Kishor was its owner. It was a non-sectarian newspaper and earned the credit of both Muslim and Hindu newsmen working in its editorial department.

"Scientific Society Magazine" or "Aligarh Institute Gazette" first appeared in March, 1866. It was aimed at conveying the feelings and sentiments of the Indians to the British rulers, on the one hand, and creating political awareness among the Indians, on the other hand, "Oudh Punch," "Oudh Akhbar," "Dilgudaz" "Zamana," "Agra Akhbar," "Nayyar-i-Azam," "Muradabad" were its contemporaries. Rattan Nath Sarshar, Syed Nisar Ali Dehlvi, Editor, "Oudh Punch," Nisar Hussain Shuhurat, Piam-i-Yar, and Maulvi Abdul Halim Sharar were the towering personalities in the

field of journalism at the time but Riaz Khairabadi did not lag behind.

- i. **"Oudh Punch"**:- appeared on January 12, 1857, in Lucknow. Conservative in approach, it exposed the hideous activities of the worshippers of "new light". It somehow became the organ of public opinion and used to write against the British policies harmful for the people of India. It opposed all such measures.
- ii. **"Mohazzib"**:- made its first appearance from Lucknow in 1890. It was owned and edited by Maulavi Muhammad Halim Sharar. Though Sharar was against Sir Sayyid and the Aligarh Movement, yet he believed in keeping the Muslims away from the Congress, thus propagating the idea of two-nation theory in 1890. Mohazzib offered the suggestion that Muslim and non-Muslim provinces be separated from each other, besides the migration of population should take place. It generally favoured Sir Sayyid.
- iii. **"Rafiq-i-Hind"**:- appeared in 1884. Mahram Ali Chisthi, who was a staunch supporter of press freedom, advocated the importance of free press through his newspaper. He supported Sir Sayyid Ahmad Khan in its early issues but later on, it changed its policy and opposed Sir Sayyid Ahmad Khan by all means.
- iv. **"The Mu'awin"**:- was the first Sindhi paper which favoured and assisted the policies of Sir Sayyid.
- v. **"Dilgudaz"** was started by Maulana Abdul Halim Sharar, whereas "Mohazzib" was his second venture and a political organ. "Dilgudaz" was aimed at the revival of religious fervours.
- vi. **"The Gyan Dipak"**:- a Bengali newspaper was started by Maulvi Alimullah. It was successful in making a stir "among the Muslim intelligentsia. Its impact was felt not only in Bengal, but only in Assam and Bihar.
- vii. **"The Islam Pracharak"**:- also from the territory of Bengal. It arose the Muslims of Bengal and assisted in the general and political consciousness.

- viii. **"The Mihir"**:- was started by Munshi Riaz-ud-din. It rendered valuable service in creating political awakening.
- ix. **"The Muhammadi"**:- is rightly considered the first popular spokesman of the Muslims. It also rendered valuable services in advancing the grievances of the Muslims of Bengal and Assam. Its impact was felt far and wide.
- x. **"Paisha Akhbar"**:- It started its publication in 1887 from Lahore. Munshi Mahboob was an experienced journalist and his valuable services to urdu language literature and journalism cannot be ignored. "Paisha Akhbar" played a matchless role in creating mass awareness and love for newspaper-reading. The publication of "Paisha Akhbar" became an important milestone in the promotion and progress of urdu journalism. It provided a nursery for the journalists of future. Lala Dina Nath, Munshi Ahmed Din Hakim Ghulam Nabi, Munshi Muhammad Din Fauq, Maulvi Shujah-ud-Din and Mir Jalil Dehlavi, who attained, much fame in later years, remained associated with "Paisha Akhbar".
- xi. **"Wakil"**:- was published from Amritsar in 1895, by Sheikh Ghulam Muhammad. It was well-known for the defence of Muslim rights on the sub-continent and expression of various views fairly and fearlessly. It advocated the establishment of a Muslim University free from official patronage, enjoying autonomy under the guidance of a Muslim Vice-Chancellor. "Wakil" enjoyed good reputation for its balanced approach to the issues, specially the difficulties faced by the Muslims. It was considered a good model of journalism and an excellent specimen of Urdu journalism.
- xii. **"Zamindar"**:- on retirement from the Postal Department in 1903, Maulavi Siraj-ud-Din, the father of Maulana Zafar Ali Khan launched a weekly "Zamindar" to uphold the cause of Muslim betterment, especially the farming community. Through this weekly, Maulvi Siraj wanted to create awakening among the farmers about their backward social and

economic right. He started its publication, first from Chowk Nawab Sahib in Mochi Darwaza, Lahore, but, later, shifted to Karamabad due to financial difficulties. It was a one-man venture and Maulvi Siraj continued its publication till the last moments of his life. Before the end of his life he 'advised' his son to continue the publication of weekly "Zamindar". Siraj died on November 9, 1909 and Maulana Zafar Ali Khan, assumed the editorship of weekly "Zamindar". Maulana Zafar Ali worked devotedly and suffered serious hardships to keep the flame of burning. Weekly "Zamindar" started its publication from Lahore from May 1, 1911. The year 1911 was a highly painful year for the Muslims all over the world. Italy attacked Tripoli at the instance of European States and encircled the small Turkish garrison in Tripoli. Russia and Britain struck a secret bargain to partition Iran. All these incidents were unbearable for Maulana Zafar Ali. He described these painful events on the pages of "Zamindar" with a view to attract Muslim attention to their painful plight.

He criticized bitterly the foreign policy of Britain and exposed the hypocrisy of European politics through his forthright editorials in "Zamindar". It started appearing as a daily from October 15, 1911. As the Editor of "Zamindar", Maulana Zafar Ali exposed the narrow-minded approach of Hindu newspapers and made befitting replies to their baseless objections. He also acknowledged the valuable services of Muslim press.

- xiii. **"Comrade"**:- Maulana Muhammad Ali's "Comrade" appeared on January 13, 1911. It was the first Muslim newspaper published in English. The publication of an English medium and Muslim daily which could appropriately reflect and represent Muslim political, economic, cultural, religious, literary and international aspirations and find a place among the leading newspapers, was the long-felt need of the Indian Muslims. "Comrade" met all these requirements and there could be no man better qualified and equipped than Muhammad Ali who could become its editor.

"Comrade" served the educated class. It catered to the requirements of representation of the voice of the Muslims to the ruling class. It deeply assisted in developing the political consciousness in the circle of the educated Muslims, besides introducing and providing upto-date point of view of Muslims to the ruling class. As far as its contents are concerned, there were articles on national and international political situations, literary material, some humorous material, a short story and sometimes a poem. Comrade was especially reputed for its most influential and effective use of idiomatic English, which was even widely appreciated by the English native. Its most reputed items were its editorials which are appreciated in all corners of the sub-continent. Editorials were relevant, comprehensive, to the point and complete in all aspects, including journalistic cannons. Comrade was praised for its presentation, effectiveness, accuracy of language even by the most learned English writers.

- xiv. **"Muslim Gazette"**:- was launched from Lucknow on January 14, 1912 by some conscientious Muslims with a view to meeting the educational, moral and national requirements of the Muslims.
- xv. **"Hamdard"**:- Maulana Muhammad Ali, first launched "Hamdard" in 1911, but it was closed in 1914. It resumed its publication in 1922 but had to be closed down in 1929 again. Because of Maulana Muhammad Ali's participation in politics, "Hamdard" could not receive the required attention but as long as it remained in circulation, it played its due role in uniting the Muslims and guiding them in the face of Hindu treachery and wickedness. But "Hamdard" could not climb the heights which were scaled by its sister publication i.e. "Comrade".

It was not only the lack of sincere and developed cadres, that several odds were arrayed against the Quaid-e-Azam. Time was running out badly for him and he had to convey the message and convince the Muslim masses of the necessity of a separate Muslim homeland. He did not have easy access to the available



means of mass communication. The English Language newspapers were in the hands of the British and they were busy watching the interest of the British and contributing all their energies towards consolidating the tottering foundations of the British Empire. There were Hindu news-papers which were vociferously upholding the congress idea of "Akhund Bharat" (United India). There were a few Muslim Newspapers too but their circulation and scope of activities was limited for want of adequate resources. In these conditions the Quaid-e-Azam felt the necessity of laying the foundations of Muslims Press in India. He inspired the more enterprising among the Muslims to come forward and bring out newspapers to accurately and honestly project of the 'Muslim League' Movement gained momentum, the need for a national daily newspaper was felt more accurately.

xvi. **"Dawn"**:- At this critical juncture, it was all the more necessary to make the British in India and Britain properly understand the meaning and philosophy behind the Pakistan Movement. The urge to do what had been left undone by Maulana Muhammad Ali Jauhar's "Comrade" grew in intensity. The Muslim League weekly "Dawn" had a limited circulation and it did not serve the purpose adequately.

xvii. **"The Morning News"**:- Calcutta, owned and directed by Messers Abdur Rehman Siddiqi and Khawaja Noor-ud-Din, too had a limited circulation in the province.

xviii. **"The Star of India"**:- which was directed and controlled by, Mr. M.A.H. Isphani, was an evening paper. It was also published from Calcutta but had a humble circulation. This was the condition of Muslim Press only five years before the partition of the sub-continent.

xix. **"Others"**:- The Muslims of course had some dailies in Urdu and Bengali. There were:- "Ayam" (Delhi), "Asr-i-jadid," and "Ihsan" Lahore; "Manshoor," Delhi, and "Khilafat," Bombay.

xx. **English Press**:- It was preponderantly owned by Hindus and only three or four papers were either wholly owned or directed and edited by the Britishers. Muslim news and views on important issues often went un-represented or inadequately projected and insufficiently explained in English. Thus, not only wealth but the power of the press was concentrated in Hindu hands.

xxi. **Dawn and Star of India**:- As the urgency of bringing out a daily English newspaper from Delhi became more poignant, the Quaid-e-Azam desired that "The Star of India," Calcutta should be shifted to Delhi but should continue its circulation there too as an Evening newspaper. After detailed exchange of views between Mr. M.A.H. Isphani and the Quaid-e-Azam it was decided that weekly "Dawn" should be converted into a daily and "The Star" should continue its publication from its parent place. The selection of an Editor posed some problems. With the exception of Brelvi of the "Bombay Chronicle," a Hindu owned daily, and Abdur Rahman Siddiqi of the "Morning News", Calcutta, there was no first class Muslim Editor of an English daily. Finally, than Pothan Joseph was persuaded into accepting the editorship and daily "Dawn" became a reality in 1942.

xxii. **"The Pakistan Times"**:- However, again, to the shock and surprise of everyone concerned, Joseph was tempted into giving up the editorship of daily "Dawn" by the late Sir Sultan Ahmed of Patna, a member of the Viceroy's Executive Council, and fresh search for another editor was resumed in 1945. The Quaid-e-Azam wanted Arthur Moores, the Editor of "Statesman," Calcutta, to become the Editor of "Dawn" but he declined and suggested Mr. Altaf Hussain's name. Mr. Altaf, though associated with the Bengal Education Ministry, had been writing articles under the pseudonym of "Ainul Mulk" and "Shahid." He had also been contributing a column to the "Muselman" under the pen-name of "Archer". At Mr.M.A.H. Isphani's persuasion Altaf Hussain expressed his readiness to give up his government job in the greater



interest of the nation and accepted the editorship of daily "Dawn" which had by now a substantial readership in northern India and the adjoining Muslim areas. In the meantime "The Pakistan Times" came out from Lahore on February 4, 1947, as the voice of the Muslim League in the Punjab.

**New Journalistic Values:-** After several years of compromising, peaceful and subdued type of journalism after 1857, which was demonstrated by Sir Syyyid Ahmed Khan and his followers; there arose militant Muslim press according to the new socio-political situation in the sub-continent. Accordingly its objectives, functions, underwent a drastic change, which can be summarized as below:-

1. The function or the first salient feature of the Muslim press of that particular period, is to impart education to the Muslims on western lines.
2. It was the second primary salient feature to arrange some definite measures through newspapers in order to promote and increase the rate of literacy among Muslims.
3. The newspapers considered it the right time and right occasion to advocate for the political rights of Muslims; whereas Sir Sayyid persistently prohibited the Muslims to take active part in the politics of sub-continent.
4. The Muslims Press considered it right time to launch campaigns for the welfare and the well-being of the Muslims of the sub-continent.
5. The Muslims Press considered it their responsibility on the part of the Muslims of sub-continent, to extend their range of activities to the world affairs, at least where the Muslim movements are involved.
6. The Muslims Press deemed it fit to demand the employment opportunities to be extended to the Muslims of sub-continent, who were denied their fair share.
7. The Muslim Press were well aware of the political, social and economic strength of the Muslims, they

desired constitutional and legal say in the state affairs, by avoiding any clash with Hindus.

8. The Muslim Press emphasized the teachings of Islamic injunctions in the light of the modern interpretation keeping in view the rapid infusion of scientific and technological inventions and improvisations in human life.
9. The Muslim press considered it their being ever vigilant to keep strict guard on the evils, hypocrisy and other social diseases which cankered the Muslim society. They took it their primary duty to take all possible steps to reform the society.
10. Another salient feature of the then Muslim Press was its overt vitriolic tone or militant tone, which was direct and natural result or climax of the tempestuous political climate and mode of the sub-continent.
11. The Muslim press's another important and salient feature was its explicit and overt anti-British, anti-imperialist and anti-expansionistic stance. The attitudes were then reversed from compromising to militant tone, from subdued tone to loud and proclaimed mood.
12. The Muslim Press was primarily characterized by dynamic and activist roles by several journalists, who had cast off the traditional compromising and apologetic attitude. They wore rather militant role and tone in word and spirit. They actually smelled the environment and championed the cause of the Muslims of the sub-continent in right direction. There are four exemplary personalities which were prominent in the new style of journalism, who espoused the new values in the profession of journalism and truly excelled and championed the cause of the Muslims. The aims and objectives of the four journalists were not only unique and unanimous, though they had different circles of influence and readers.

## 6. GREAT MUSLIM JOURNALISTS

As mentioned earlier, the four great Muslim journalists were Hasrat Mohani, Maulana Muhammad Ali Johar,

Maulana Abdul Kalam Azad and Maulana Zafar Ali Khan. With reference to these journalistic personalities, we may add another salient feature of the newspapers of the period. There was a polarisation in the Muslim press - one group was siding with and supporting the Congress in the form of complete and unconditional cooperation; whereas the other group was supporting the Muslim national demands and actually entering into the struggle for independence. There was another phase of confrontation between the Muslim and the non-Muslim press. Moreover the Muslim Press was not only smaller in size but weak too due to lack of capital, finance, lack of trained personnel particularly in English language journalism. The Muslim press was even denied the cooperation on the part of the Hindu-dominated advertising agencies. Besides, the Muslim Press were not equipped adequately and properly, badly edited and rather poorly-managed. Against all these odds and hardships, the Muslim Press rose to the occasion and faced the very strong and well-equipped Hindu Press.

#### a. Hasrat Mohani:

He was a graduate from Aligarh. He entered into the arena of journalism, by starting his newspaper by the name of "Urdu-i-Moala" and never took it as his profession but a mission in life. He chose it as a feasible channel to voice his ideas, ideals and as a source of expression of his political thinking, and as a medium to voice the grievances of the Muslims of the sub-continent. Hasrat Mohani is said to be the man of most vitriolic temperament and most aggressive of the four said Muslim journalists. He lashed bitterly at the British policies, and revelled against the imperialism and their repressive policies. He passionately advocated for the complete liberty of the sub-continent. Though he was against the foreign yoke in the utmost terms and fully devoted himself to the Islamic world, yet he agreed with the views of Maulana Abul Kalam Azad to join hands with the congress in order to oust the foreign rule from the sub-continent. He did never seem to support a separate homeland for the Muslims; rather he wished all the Muslims to strengthen the hands of the congress. Of course he courageously supported the cause of the Muslims in unambiguous terms as compared with the indifferent role of other Muslims. Undoubtedly he displayed a

matchless courage in advancing the liberation of the sub-continent from the foreign yoke. His radicalism blazed the way for other Muslim leaders to come forward, when there was a complete apathy, indifference. His defiant advocacy and bold stand served as a beacon light for others to emulate. His voice was the loudest and most provocative to the rulers in the whole of the sub-continent. He passionately pleaded and was actually successful and instrumental in boycotting the British goods and manufactures; besides promoting indigenous industries, the requirement of which was felt in all sensible quarters. He can be said to be one of the few persons responsible for the eventual evacuation of the British masters from the united India.

"Urdu-i-Moala" was his famous magazine, which included basically literary articles, it included political articles more than any other genre of the journalism. These articles were rather the courageous examples of audacity to see the treaty on the face, by condemning the British rulers, their imperialistic policies and nefarious activities of amassing and looting of the wealth of the vanquished countries, especially the Islamic countries in the world. His articles and editorials boldly exposed the British treacheries worked in the Indo-Pak sub-continent, and thus enlightened the general masses and generated gradual but steady currents of patriotism. He analysed the British policies in the sub-continent in an elaborate manner and in minutest details, and thus exposed the insincerity and deceptiveness meted out to the natives. Hasrat Mohani has to suffer heavily for his loudest and militant policies, he was the first Muslim Editor of a magazine who was put behind the bars because of persistent demand of liberation of the country, for his refusal to bow before the imperialist power and tow its line. He refused to leave and forsake his view of independence of judgment. He has to suffer the forfeiture and confiscation of the securities, closure of the magazine forcibly and was fined heavily. It also goes to his credit to suggest "passive resistance" to compel the British, toughness rather stubbornness to bow before the natural and genuine demands of the people of Indo-Pak Sub-continent. As such, we can assert that his journalism was a unique example and blending of classical literature with revolutionary politics.

## b. Muhammad Ali Johar

He started two newspaper, "Comrade" in English language of which we have mentioned in the previous pages, and the other was "Hamdard" in Urdu Language. Hamdard was closed in June 1915, and could not continue its publication for long due to mainly the policy of pre-censorship. "Comrade" came into being in January 1911. Muhammad Ali displayed his proficiency both in English and Urdu journalism. He was a man of unique and rare qualities of heart and mind. He was the only person in the profession of journalism who was a graduate of Aligarh and Oxford University. He joined a government which was not his liking, so he left it and selected the profession of journalism to give vent to his political views and ideals. He was a literary person of excellent qualities, journalism simply suited to his temperament, in which he remained for the whole of his life. He was only 33 years old, when his weekly magazine "comrade" made its debut. As a journalist, he was of the view that a journalist should be a guide and not merely a source of public opinion. He believed in the authenticity of the news, which would serve as the basis of future history; imparting lesson from its platform and not be merely-an agglomeration of public views and desires. Muhammad Ali was meticulously careful about the editorials which should be manifestations of devotion, industriousness accompanied by careful analysis and research in full earnestness. In accordance with his ideals and views about journalism, he earnestly desired to develop political consciousness in the circle of the educated and enlightened but indifferently passive Muslims of the sub-continent. He advocated rather interpreted and represented efficiently the views and thinking of the muslims to the rulers. He consciously avoided the policy of extremism in both of his papers, but left no stone unturned to criticize and castigate the British policies. In this direction, he was ruthless. He presented his articles and editorials which were not only the examples of excellent rhetoric, but poised and balanced matter with cogent arguments, logically impressive and argumentatively coherent. As said earlier, his magazine was basically intended to create political, cultural and social awareness and consciousness among the enlightened Muslim readers. As framed, these articles impressed its readers and its impact was quite visibly convincing. The magazine was even read by

the Britishers regularly and others who were themselves very learned and proficient English writers, just because of its forceful, logical and rhetorical composition in a most effective, accurate and idiomatic English language, it is not possible to quote his lengthy editorials and articles here; however, we may sum up the salient features of his magazine.

- i) Muhammad Ali categorically asserted that the Muslims and the Hindus are two separate nations, with separate culture, religion, traditions, social structure, customs and rituals, history and ideals. Both of them should settle the political terms for the future, after they have won the liberty and independence from alien rulers. The same line of thinking was adopted by the Quaid-i-Azam and eventually resulted in the formation of Pakistan.
- ii) He vigorously championed the cause of separate electorate of the Muslims in line with his often repeated two-nation theory
- iii) He vehemently supported the Turkish cause in the battle between Italy and Turkey
- iv) His views on the horizon of the international politics coincided with those of Pan-Islamism of Jamal-ud-Din Afghani. He assertively, supported the cause of Muslim brotherhood and Islamic unity. He wrote editorials on maintaining the institution of Khilafat in Turkey; that was universally regarded as source of spiritual unity by the Muslims, the world over.
- v) In the words of H.G.Wells, "Muhammad Ali had the heart of Napoleon, the tongue of Burke, and the pen of Macaulay." It was rich tribute to a towering personality in the world of Muslim journalism.

Due to his incessant torrents of scathing criticism on the British imperialism, his voice and writings were muffled because of his Turkish stance, and he was deprived of his paper's security of Rupees two thousand. He was asked to deposit another thousand rupees under Press act 1910. The newspaper was at last closed, as he failed to arrange the requisite amount.

## c. Maulana Zafar Ali Khan

As explained and discussed in earlier lines that "Zamindar" as a weekly, was started in 1906 from Karamabad (Wazirabad), later shifted to Lahore. Maulana Zafar Ali Khan became the Editor of "Zamindar" 1909, when his father Maulvi Siraj-ud-Din passed away. From the beginning, its aims and objectives were limited i.e. to enlighten the farming Community in all matters allied to the agriculture. It was an onerous responsibility to awaken the landed class, to give vent to their feelings and voice their grievances and problems far and wide, before resuming the functions of editorship. Zafar Ali Khan participated with the "Deccan Review," in which other luminaries like Shibli Naumani, Akbar Allah Abadi, Maulvi Abdul Haq and Naseer Hussain Khiyal etc contributed their writings. It was purported to create meaningful and purposeful literature. As such, he had ample experience in the field of the journalism which assisted him to dispose of the responsibilities of editorship efficiently, as advised by his father. With his rare qualities and expertise in all the genre of journalism, he edited the "Zamindar" in a manner which gave rise to a completely changed attitude and linked the general public with the newspaper. It goes to the credit of Zafar Ali Khan to establish a close relation with the general public and then developing the taste of reading the newspaper among them. As studied comparatively, Muhammad Ali Johar displayed rare qualities of a blending of logical, argumentative, rhetoric and scholarly writings, whereas Zafar Ali Khan utilized the rhetoric in an efficient manner. Zafar Ali adopted a completely new style, by mingling elements of political tenor and Islamic interpretation and tone with forceful expression. He rather read the general trends of the people and also the demands of the period. His articles carried an exceptional and deep-rooted emotional complexion, and gave a political expression to his paper in accordance with the taste of the masses. Its causes of success originated from the expectations and anticipations of the man in the street. It aligned its policies with the aspirations, wishes of the common man. Zamindar also included the different views, ideas of the foreign press besides catering to the needs and requirements as well as views of the Islamic countries. Another factor was responsible for multiplying its circulation i.e. the problem of Khilafat and the religious ties and ethnic affiliations with

Turkey that was undergoing a period of intense turmoil and political disturbances in the Balkan wars. His articles, writings and editorials caused strong tremors of fears in the hearts of the British rulers. Due to its forceful writings, "Zamindar" became the *mouth piece of the Muslims of the sub-continent* and powerful symbol of the voice of the masses. He composed excellent lines of poetry which just gave fillip to the already intensified campaign for the evacuation of the British. Interestingly, well known writers, scholars and other men of letter contributed enormously to the papers, with articles, analytical studies, writings, on Islamic injunctions. They were Maulana Waheed-ud-Din, Maulana Wajahat, Maulana Abdul Amadi etc, who were deeply venerated by the Muslims all over the sub-Continent. Moreover, "Zamindar" achieved the services of the international news agencies like Reuter and Associated press of India. To present a balanced and comprehensive out-look in the paper, he arranged the translations from different foreign English dailies for international news. All the factors combined together, to make "Zamindar" an international newspaper catering to the tastes of the general masses and the enlightened section of the Muslim society. It is a fact to be kept in mind that after Hasrat Mohani, Zafar Ali Khan was the first graduate to adopt journalism as a profession.

The notable characteristics and features of "Zamindar" also included, were to render really valuable and colourful and inspiring editorials in place of formerly insipid and colourless editorials as traditionally practised. It also introduced a unique item of political poetry, composed by Zafar Ali Khan with the current affairs in mind as well as the glorious past of Islam, which has a charming influence and in a most appealing manner. That new genre of journalism was intended to apprise the new stream of the events taking place in the sub-continent and the Islamic countries in the world. It just infused new spirit, new inspiration and new enthusiasm in the masses. Besides he inserted more than one column headings in "Zamindar", which were unknown in the other papers. This policy increased the uniqueness and beauty in the paper, making it more popular and more appealing to the readers. From another point of view, its tone was very bitter towards religious and political rivals and its writings were considered



to have elements of sedition, exciting racial and sectarian hatred and often inflammatory. Zamindar had to undergo several penalties of confiscation of security and was finally closed.

d. **Maulana Abul Kalam Azad:**

In the field of Urdu journalism, his name stands aloft in the annals of the history of Muslim Press, as far as his forceful writing is concerned and the manners it was present. His policy was implied to address the politically conscious public, with proclivity towards religious and oriental education. Abul Kalam Azad had been trained in the most religious discipline and his paper "Al-Hilal" amply bear witness to that. He was the first person in the sub-continent and the first Muslim journalist to start the first illustrated weekly journal in undivided India, by the name of "Al-Hilal." He took up the printing innovation of using type after Sir Sayyid Ahmed Khan rather improved it to a large extent which made it of the most popular paper in the country. Al-Hilal can be termed a most comprehensive paper rather versatile which included articles and information on varied subjects. It gave space to the literary writings, cultural and educational matters and social problems of the masses. Politically he was of the view that the Muslims should join and enter congress in order to form a joint platform with the Hindus to oust the foreign rule. In other words, he did not contribute to the views and aspirations of those who were out to win freedom for the Muslims both from the British Yoke and Hindu domination. He did not join with those who wanted a separate electorate for the Muslims, who desired to materialize their struggle for a separate chunk of land for the Muslims, a separate homeland for the Muslims where they practise their own set of religious beliefs and ideological similarity. He did not agree to the two nation theory in the Indo-Pakistan sub-continent.

Maulana Abul Kalam Azad successfully invited the contribution of articles and writings and poems from the well-known writers, scholars of the day, which adorned the newspaper in a beautiful manner. A good number of literary, religious and political figures joined hands with Maulana Abul Kalam Azad. It goes to his credit to have innovated a peculiar style of prose-writing which was a perfect example of well balanced, argumentative, logical and scholarly writings with

ample sprinklings of rhetoric. It was even infused with highly charged and inflammatory style of prose. His writings are said not to carry much weight in the context of the literary values, but it did succeed in inciting rather agitating the people who were already simmering with discontentment. Another trait of his personality is worth close study and examination is his intense feeling of his egoism. His egoism kept him away from his contemporaries and his audience and readership, rather it was a widening gap which proved a flaw in his personality. Maulana Abul Kalam Azad was under the wrong impression of being superior to his contemporaries and to his audience. Against this background, his magazine failed to establish or keep an equation with the general masses, which undoubtedly hindered the way of popularity of his person and his magazine among the general masses. As said earlier, his political views were quite, antagonistic to the separatist Muslim and Muslim leaders. He practically supported the congressite programmes whole-heartedly and vehemently opposed the Muslim league and their policies and struggle for a separate homeland of the Muslims. He simply was dreadful rather allergic to the Aligarh Movement which enriched the cause of the political, cultural, social and especially the economic uplift of the Muslims and assisted in the creation of a class of loyalist Muslim intellectuals. However he inculcated on the Muslims to shun politics and devote themselves to the studies of the teachings of "The Holy Quran", in order to understand and practise the Islamic injunctions. However he lent his full support to the anti-colonial movements in Muslim countries all over the world.

As far as the canons of journalism are concerned, his views were cogent, and practical in all respects, he enthusiastically worked for the freedom of press in the country. He fully agreed to the inherent value of journalism and considered it a notable and noble art which warranted essentially the integrity and moral consistency from its practitioners. But in practice, the case was the reverse. Maulana Abul Kalam Azad vehemently advocated for the freedom of the press and opposed the press Act of 1910.



## 7. FREEDOM MOVEMENT AND MUSLIM PRESS - 1924-1937

Besides the already discussed papers, there appeared many new newspapers. The most salient feature of this period is that all these papers fully supported the non-cooperative movement. In order to facilitate the study of the attitude of the press and the Muslim movement, we can divide it into three stages, the theoretical foundation basis, secondly the practical achievement, and thirdly and lastly the creation of Pakistan and the role of the press in this struggle. In cannot be gain said that the first stage or phase was rather a melting pot as for as Muslim politics is concerned and in the second stage, it took a concrete, practical and clear-cut form with definite aims and objectives and programmes.

### a. First Stage and Group:

In the first group of newspapers were "Comrade," "Hamdard," "Al-Hilal," "Al-Aman" "Wahadat," "Khibtal," "Asrar-i-Jaded," "Al-Wahid," "Siyast," "Paigham," "Sabah." In the first stage, almost all the Muslim newspapers primarily supported the Congress, rather wore an ambivalent attitude, inclined towards the Hindus as well as the Muslims. Only "Muslim Outlook" was a glaring exception. These ambivalent rather congresite papers simultaneously owed their allegiance to Muslim organisations striving for Muslim rights, and even condemned the movement of the Hindus as "Shuddi" and "Sangathan" and other practices and customs simultaneously. However their attitude to the "Tabligh" and "Tanzim" movement was characterized with apathy and difference, and lent a lukewarm support.

On the contrary, the Muslim Press was divided into two separate groups on the issue of fourteen points. The first was nationalist group and the second was Muslim group National group was actively supported by "Zamindar," "Al-Jamial," "Madina," and "Hind". They asserted that there were no Hindu-Muslim problems and have no basis in reality. They further enunciated it as a mere figment and existing only in the imagination of the pro-British elements or British imagination. The national group papers strongly supported the fourteen points and supported the Nehru report and joint electorate. They unleashed their support in favour of the civil

disobedience movement which was launched to pressurize the British.

### b. Second Group:

The second group was headed by "Inqilab" and the "Muslim Outlook". The second group largely projected Muslim demand to the Simon Commission, and lent full support to Fourteen points of the Quaid-e-Azam. Their support was unqualified, unconditional and persistent. They even actively assisted in the unification of the Muslim league and vigorously supported Iqbal's Allahabad address. They considered it their duty to pierce through the evil designs, intentions of the Congress and fully exposed the reality underlying the Nehru report and thus mobilized the public opinion in favour of Muslim League, and successfully managed to rescind the communal award. They extended moral support to the Muslim officers and encouraged the Muslim intellectuals, hitherto rendered ineffective by the Hindu press. They not only supported Muslims all over the world, but supported the cause of Kashmir Movement and sided with Ahrar's Civil Disobedience movement.

### c. Second Phase -1938-1947

During the period extending from 1938 to 1947, a number of Muslim newspapers appeared both in English and Urdu languages. Together they vehemently voiced the Muslim political aspirations. At this stage, all the pro-Muslim League newspapers mustered their strength to mobilize the public opinion in favour of the Pakistan Movement. The relient features of the papers and their views can be summed up as follow.

- i. "Eastern times" appeared from Lahore under the editorship of Allama Abdullah Yousaf Ali and then by F.K. Khan Durrani. It was not a good-looking paper but rendered excellent services in projecting the Muslim view point.
- ii "New Times" a weekly was started by Malik Barkat Ali, which was rather a representative paper of the Muslim League.
- iii. "Star of India," appeared from Calcutta, and was owned by Kh. Shahabuddin and his family. It was put

under the editorship of Pothan Joseph and then of Rawrence P. Atkison. Star of India's role has been described as a positive one, and was the spokesman of the Muslim politics and their grievances.

- iv. "Morning News," was the successor of "Star of India". It was jointly owned by Abdur Rahman Siddiqi and Kh. Nuruddin, brother of Kh. Shahabuddin. Morning news served best in the worst circumstances and is rightly considered a vigorous spokesman. It was shifted to Dacca, on partition and then to Karachi. It is well-remembered for its rich and excellent services rendered to the cause of the Muslims of the sub-continent.

It was observed that the Muslim Press during this period were greatly hindered and handicapped by the fact that the main news agencies were both owned and controlled by Hindus. All the news regarding the Muslims, were maliciously blacked out and distorted. In these circumstances, news agency was floated by the name of orient Press of India, which however could not emulate the hindu-owned agencies. However this agency did assist in the circulation of news about Muslim politics and their movements.

- v. "Civil and Military Gazette" and "Statesman" appeared on the horizon of the journalism. In order to project the Muslim point of view properly and to give good coverage to the articles concerning to the Muslim politics, it was decided to initiate weekly features on Muslim politics. Altaf Hussain very ably contributed columns in statesman, under the pen-name of "Ain-ul-Mul" and "Shahid", which were very much liked and appreciated by the Quaid-e-Azam. Syed Nur Ahmed contributed to the "Civil and Military Gazette" under the by-line "From our Muslim Correspondent."
- vi. "Ehsan" was a privately-owned newspaper which appeared from Lahore, which was the first to use a teleprinter, it was edited by Maulana Murtaza Ahmad Khan Maikash and Chiragh Hassan Hazrat. "Ehsan" also rendered excellent services to the Muslim Politics.

- vii. "Shahbaz" was edited by the two editors of "Ehsan", from which they resigned and established their own paper. In "Shahbaz", excellent journalism was displayed specially its editorials were praise-worthy.

- viii. "Jang" and "Anjam" were the two Urdu newspapers, which appeared from Dehli. They reinforced the Muslim press in real sense of the term. On partition, they both shifted to Karachi. Both the newspapers lent their full support to the Muslim League and the Muslim politics.

- ix. "Azad" appeared from Calcutta and was printed in Bengali. It was edited by Maulana Muhammad Ikram Khan, who had served as president of the Bengal Provincial Muslim League for a long time. He served "Azad" as chief editor till 1968. It enjoyed the widest circulation in former East Pakistan.

- x. "Millat" appeared from Peshawar and was edited by Rashid Akhtar Nadvi whereas "Tanzeem" appeared from Quetta under the editorship of Nasim Hijazi, a well-noted novelist. These two papers managed, effectively to suppress the malicious propaganda of the congress.

- xi. "Dawn": It was arranged to publish "Dawn", an English newspaper from Karachi. It was necessary after the "Lahore Resolution" was passed, and the Quaid-i-Azam founded in his campaign of "Create Muslim press campaign". It was founded in October 1947 as a daily from Delhi and Placed it under a trust of which he was the Managing trustee. Its first editor was pothan Joseph and later replaced by Altaf Hussain. Dawn's policy included to support the Muslim League and was allowed to make independent criticism within the framework of its broad policy. Altaf Hussain's contributions especially the editorials were much liked. In 1947 riots the Hindu mobs burnt down the offices and the printing press of "Dawn", it reappeared from Karachi.

- xii. "Manshoor" was another Urdu daily from Dehli which was also started by the Quaid-i-Azam. It was made the

official organ of the All-India Muslim League. It was edited by Syed Hasan Riaz. It was closed down after a couple of years.

- xiii. "Nawai-Waqat" was another precious addition in the Urdu Muslim Press, it was started in July, 1944 and its co-founders were Hamid Nizami and Hamid Mahmud. Nawai-Waqat fully supported the Muslim and represented efficiently the aspirations and policies of the Muslim League and Muslim politics.

In the early stage, it was edited by Shabbar Hasan. It enjoyed the good reputation as being the good specimen and example of journalism, especially for the penchant editorials of Hamid Nizami. It threw full support in favour of the Pakistan Movement. It goes to the credit of Nawai-Waqat to mobilize the public opinion in favour of Pakistan Movement, and condition the Muslims and precipitated rather accelerated the speed of the movement towards the creation of Pakistan. Nawai-Waqat created the credibility, so long lacking, and the general public largely and warmly accepted its point of view.

- xiv. Pakistan Times: Few lines have been mentioned in earlier pages. It was founded in Lahore, in February 1947, under the aegis of progressive papers Limited. Main Iftikharuddin possessed a majority of shares in it. Its first editor was Desmond Young followed by Faiz Ahmad Faiz, a renowned poet and literary person. Mr. Desmond young hailed from statesman Pakistan times was the first fully-equipped English newspaper, it played a significant role in the civil disobedience movement. The Pakistan Times prominently played the role of spokesman of the Muslim politics, and curtly answered to the objectional matter and propaganda launched by the congressite papers. Its articles and editorials aptly analysed the political situations with Muslim point of view and pierced and penetrated through the evil designs and treacherous intentions of the Hindus. It fully exposed their evil intentions, and the real motives of the hindus and the British government. The Pakistan Times fully advanced the cause of the Muslims, freedom movements and gave space to the cross-thinking, ideas and opinions of the

different section of the Muslim community, in order to arrive at the definite goal.

From the foregoing study, it has been observed that the Muslim League Press which stressed the two-nation theory were gradually gaining strength against their rivals. Their rivals included the Anglo Indian press which were mainly British. Their significant role was to found the journalism in this part of the world, and naturally superior to others in terms of better printing, wider circulation and financially strong-based. Their objectives were overtly to serve the British interests. The second group of rivals were the Nationalist Press, which stressed the unity of India and actively disfavoured the partition of sub-continent into two independent and free dominions. They were mostly owned by the Hindus. Their advantages were in being better educated, socially more well placed and organized and financially broad-based in all respects. They acted as the representatives and spokesman of the Congress. They were actively united against the British imperialism. It has been also observed that most of the Muslim newspapers and journals published before 1940, also belonged to the same group. In this perspective, the Muslim League press had to face two frontal attacks, and in these trials and tribulations, have come out successful by achieving their objective in the shape of independent and free country of Pakistan. Most of the pro-Muslim League papers and journals appeared on the scene in March 1940, when the Pakistan Resolution was passed and the definite goals had been settled. The pro-Muslim League press was though weak financially and in the range of circulation, but they proved the bulwark and became the basis of future journalism in Pakistan. In this journalistic struggle and scene, many prominent names appeared who can be described as the enervating spirits of the Pakistani journalism. The names of Mr. Altaf Hussain and Mr. Hamid Nizami will go down long in the history of Pakistan and journalism. The two presented and advocated the case of the Muslim cause and the movement for an independent and free country in the south Asia. Whatever meager the role of the Muslim Press may be, but it gained strength after 1940. As such the movement of Pakistan and the demands for the Muslims coincided with the growth of Muslim Press. Muslim Press had started from a mere scratch

in 1830 and developed into a full-fledged force within a hundred years. From the very elementary and fundamental aims and objectives of education and information, the Muslim press culminated into a freedom winning organ. It pushed through a period of severe repression, confiscation and forfeiture of the securities repeatedly but maliciously to muffle its voice also its votaries and exponents had to bear imprisonment. They were the prisoners of conscience. It is a unique saga of development of Muslim press in the sub-continent, achieving the goals once considered impossible.

## 8. ROLE OF MUSLIM PRESS IN PAKISTAN MOVEMENT

In the previous pages, we have cursorily studied and examined the role of the Muslim press collectively and individually in the various phases and developments leading to the formation of Pakistan movement and culmination into the largest and independent Islamic state on the map of the world. Among other causes, was also the World War Second which obliterated the image of the British Empire as the powerful imperialist state in the world, and was in the rapid process of being shattered. It had been the ripe time that there arose political consciousness and upsurges everywhere, which ultimately precipitated the rise of freedom movements. Similarly, in the sub-continent the momentum for liberation struggle has been rising gradually, and the minds of the general masses have been moulded perfectly to oust the British from the sub-continent. From journalistic point of view, there were three groups of newspapers operating with explicit and definite goals in their respective fields. The first group was the Anglo-Indian Press, whose founders, proprietors and editors were mostly the British, and owned better printing expertise, wider circulation and were based on sound and strong financial bastion. The Anglo-Indian press were superior in all respects and the flag bearers of journalism so far as sub-continent was concerned. The second group was the Nationalist Press, whose proprietors, founders, organizers and editors were mostly Hindus. In this group, there were experienced, educated and socially advanced and politically conscious people and financially strongly placed. The third group was the Muslim League Press had high ideals, noble

goals, but were financially weaker, not socially well-placed, political not broad based and undeveloped, under staffed and lacking peculiar journalistic expertise, socially unexplored and having not much penetration.

Above mentioned three groups of newspapers and journals were sharply divided in views and opinions and their respective fields of activity. There was an apparent polarization of views, ideals and opinions among them. The first group of Anglo-Indian press were supporting and serving British interests zealously, with a view to mobilize the general opinion especially among the educated and enlightened circles about the indispensability and inevitability of British in this region due to their superiority in all respects. They were also engaged in impressing the masses of not being in a position will to run the governments in an independent manner, as being constitutionally and politically undeveloped. They stressed on the point that there were two large communities, divided against each other in all respects, socially, educationally, culturally, traditionally, historically and in other countless manners; also were most likely to erupt into civil commotions and even in general civil wars. But this group's plans to lengthen the British imperialism in this region were belied on the grounds of growing political and cultural consciousness. They were acting on the often-utilised principle of "divide and rule." This group was actively engaged in airing the differences and carrying on unbiased propaganda through their strong and powerful medium. The second group of Nationalist Press or Congressite press were obviously struggling to oust the British, in order to usurp the power and grab the government in the region. They considered it their primary prerogative to be the right and justified successors to the British rulers, being in majority consistent with the democratic values and demands, practised all the world over. Congressite Press or Nationalist press also comprised of those Muslim newspapers and journals who have linked their destiny with the congress party. Congressite Muslim newspapers and journals did not primarily contributed to the aspirations and desires of the general Muslim community for an independent state for the Muslims of the South Asia. They were more satisfied for the preservation of cultural, religious and traditional institutions. They



consciously or unconsciously sided and supported the Hindu domination, and Brahmanism and "Akhand Bharat," and were satisfied with their so-called guarantees of just attitude and share in all the departments of life. Their view-point was based to stress the unity of India, and not the partition of the sub-continent on ideological basis and in the name of religions. This group was the largest in the sub-continent, all vociferously engaged in propagating their views and ideals in all the nooks and corners of the subcontinent. It is worth to be remembered that most of the Muslim Press or Muslim newspapers and journals, that started their publication before 1940, also contributed to congressite views and actively supported in fostering their ideals.

In the last, the third group of Muslim League Press advocated and stressed the two-nation theory. In this group are included mostly those Muslim newspapers and journals, which were published or appeared after the Pakistan Resolution. Though this group was meager one, and not financially well-placed, but worked with missionary zeal and faced the opposition of congressite press boldly and courageously. Muslim League Press largely contributed to the two-nation theory and worked on enthusiastically for the development of ideological foundations of an independent state for the Muslims; that was the only solid any ever-lasting solution to the political, social, cultural and economic affliction, diseases and problems of the people of the sub-continent. This group believed in a separate territory for Muslims, by dividing the sub-continent into two independent and free dominions. They rightly worked for the formation of Pakistan, consisting of those areas where the Muslims in majority, were residing. Some of newspapers out of this group, were already engaged in representing and supporting our great leader, the Quaid-i-Azam Muhammad Ali Jinnah and his Muslim League.

Factually this group in real sense, laid the foundations of future journalism in Pakistan. At this stage, we are not concerned about the problems, they were facing in discharging their functions and duties in an efficient manner, which shall be discussed in the next chapter. Let us now examine the role of the Muslim Press in the Pakistan Movement, analytically and in an elaborate way.

a. In the war of Independence 1857, the Muslims were completely betrayed by the Hindus; and in connivance with the British, all responsibility of so-called sedition, revolt or rebellion was laid on the Muslims of the Sub-continent. Even the Muslim Press was involved, as is manifest in the trial of Bahadur Shah Zafar, the last Mughal Emperor, was alleged that the Revolt was the direct outcome of Press-Palace conspiracy. It is apparent that the Muslim Press even in the period of trials and tribulations, did not lag behind in projecting the Muslim point of view and the grievances they faced. As such, the National Struggle for independence coincided with the great independence war of 1857. The British ruthlessly repressed the entire Muslim Press, and adopted a number of enactments to dissolve it. The British even did not hesitate to even shoot the proprietor of "Delhi Urdu Akhbar" down on baseless grounds. He was the father of Muhammad Hussain Azad; and issued warrants of arrest of Muhammad Hussain Azad, who was its editor. In another instance, Jamilluddin the editor of another paper was sentenced to three years' imprisonment. Yet other instances are not missing, in which the British cracked its cruelest policies against the Muslim Press, and biased enactments were floated unjustifiably to plug the legitimate voice of the Muslim Press. It implies that the British in order to achieve their nefarious goals and grab the control of the subcontinent, did not hesitate to by-pass the canons of journalism, and proved that the freedom of the press catered to their needs and requirements, and did not apply to their treacherously subjugated nations or countries. They interpreted the freedom of the press in their favour.

b. After the end of the independence war and dissolution and liquidation of the Muslim Press, Sir Sayyid Ahmad Khan felt the need of some credible medium of information and education in order to prepare and boost up the morale of the Muslim nation. It goes to the peculiar credit of Sir Sayyid Ahmed Khan alone, to usher in a new era of education and information oriented journalism. As such, "Scientific Society



Magazine" and "Tahzeeb-ul-Akhlaq," the two journals of Sir Sayyid Ahmed Khan, saw the revival and resurrection of Muslim Press in the sub-continent. These types of journals were much more than the journalism, rather they amounted to and accounted for a glorious movement, a movement of renaissance of the Muslims of the sub-continent, entailing the latent germs to the ideology or theory of two-nation. It was a novel idea to arouse the Muslims from deep slumber and especially from the abysmal depth of demoralization and shock. With these noble ends and goals, the two journals employed all the sources and called together all the circles of Muslim intelligentsia and enlightened writers, to muster up courage for a long struggle. It was rightly considered that without the proper channels of education and information, the Muslims shall never hold together as a nation. The journals reminded the Muslims of their glorious past and their most cherished institutions and brilliant traditions and history, to which they belonged. These papers blazed the way for other papers to emulate and operate similar policies, that a good number of newspapers and journals were added to the horizon of the Muslim Press. Their impact was immaculate, and aims and goals definite. These successive newspapers and journals appeared in Urdu, English, Bengali and Sindhi languages, which have been mentioned in the previous during the study of history and formation of Muslim Press. Interestingly, one of the journals namely "Muhazzib", the under the editorship of Abdul Aalim Sharar, was historically the first newspaper in 1890 to propose partition of the sub-continent into two independent dominions and make proper and suitable arrangements for, the migration of populations.

U.C. In the trio-war or trio-struggle, there were three powers involved in the situation the Hindus, the British and the Muslims. The British were the alien rulers who usurped the power treacherously; whereas the Hindus and the Muslims wanted to derive them out of the sub-continent. After the supposed exclusion of the British, who would be the rulers, or what formula

should be worked out to balance all the affairs, including the appropriate and suitable shares. Here lied the difference between the two big communities of the sub-continent. The Hindus and their certain Muslim nationalists allies supported the united India with Hindu domination and guarantees to the general Muslims to allow constitutional, political and economic rights and appropriate shares in all departments of life. But a series of events belied their genuineness of intentions and so-called guarantees; including the Cawnpur Mosque tragedy, partition of Senegal, the Italo-Turkish war and the Balkan wars, formation of congress ministries in seven provinces in 1938 without giving the due and legal shares to the Muslims etc. All these combined events and persistent provocative assertions, propaganda and malicious campaigns and evilish designs brought the Muslims to light that it was quite futile to expect a fair and compromising attitude from Congress. These events had a deep impact and conditioning effect on Muslim thinking that resulted in the emergence of militant journalism and journalistic-cum-politicians. Among these personalities were Zafar Ali Khan, Muhammad Ali and Abdul Kalam Azad, with vehement mouth-piece of "Zamindar", "Comrade", and "Hamdard", and "Al-Hilal" respectively. The militant journalism and the politicians arranged the publication of such information and articles, purported to create political consciousness among the people. Muhammad Ali Johar is rightly considered to be a main exponent of the two-nation theory and explicated the issue elaborately and clothed it as an international rather than a national problem. Having established it an international problem in all respects, it should be tackled and solved according to the principles of international law. In one of his humorous column, he vigorously proposed to partition the sub-continent into two independent and free dominions on Hindu-Muslim basis in 1913. In this line of arguments, it will not be out of place to state that after the Resolution of Pakistan in 1940 and the aims and goals and definite objectives were settled; the Muslim Press was geared into definite line of action.

d. Again a series of fateful events in the history of the sub-continent happened, as the reforms for Baluchistan, re-assertion of the demand for Separate Electorate, and the ideas of separation of Sind; which accelerated the struggle for Pakistan. Surprisingly, the Muslim Press automatically adjusted themselves according to the new demands of the socio-political situation of the sub-continent, keeping in view all the minutes developments. Above-mentioned events were the direct result of the call-off of the Khilafat Movement. At that stage, a good number of newspapers and journals appeared on the horizon that collectively acted and guided towards the formation of "Jinnah's Fourteen points". That was the actually the culmination point in the movement of Pakistan, as it contained the substance of Pakistan.

e. As examined in the previous pages that the Hindu Press raised great hue and cry over any legal and legitimate demand by the Muslims of the sub-continent.

The Hindu Press by giving good coverage to the demands of the Muslims or from their platform always unconsciously served the interest of the Muslims and protecting, criticizing and even vilifying even the very legitimate demand strictly according to the prevalent constitution. The people in general began to devote their attention to the said issues and began to consider the appropriateness, legality and legitimacy of the demands of the Muslims. Psychologically, the Muslim Press should be indebted to the Hindu Press for playing not only a vital role in the partition of the sub-continent, by also circulating on a wide scale to the views and thinking of the Muslim leaders and the Muslim Press; For example, when the Muslim newspaper, "Inqilab" examined the need and demand of the Muslims for a separate country, it published a series of articles, underlining the several factors necessitating the drastic act of partition of the sub-continent, including the separate set of social and cultural views, religious, differences and historical and traditional differences existing between the two big

communities. The Hindu Press was just infuriated at this venture; they just opened the barrage of vilifying articles and information, which simply served to convey the Muslim demands to far and distant areas, and there was a general feeling for the soundness and the justification about them. When DR. Sir Muhammad Iqbal delivered his historic address at the Allahabad Session of the All India Muslim League in 1930; in which the idea of Pakistan was explained in explicit terms, even defining the geographical boundaries, the Hindu Press bitterly attacked it and began to spread poison against this idea. Three Muslim newspapers namely "Inqilab", "Muslim Outlook" of Lahore, and "Hamdard" of Lucknow gave Dr. Iqbal their full support and unqualified allegiance to his idea of Pakistan. On the one side the Muslim Press gave considered publicity to the various schemes for partition and paved the way for, Lahore Resolution of the All-India Muslim League. Whereas Hindu Press just unleashed their propaganda machinery against the idea of a separate homeland for the Muslims. Interestingly, at one stage, efforts were definitely floated in full sincerity for Hindu-Muslim Unity; it was castigated violently in the Hindu Press, rather they simply torpedoed it. When Ch. Rehmat Ali gave the name of Pakistan the Hindu Press violently attacked it, rather gave extensive currency to the word "Pakistan". We can conclude that in fact, it was the Hindu Press which raised intensive and extensive hue and cry against the legitimate demands of the Muslims, and took and each and every step of the Muslims toward the creation of Pakistan, inimically and violently against interests and against the unity of India. Psychologically, the more Hindu Press wrote against the idea of Pakistan, the more the Muslim masses began to repose their confidence in Muslim League and Muslim Press and were united in the support for a separate homeland.

f. With the emergence of "Dawn", "Morning News", "Nawai-Waqt", the struggle for the separate homeland was accelerated to its logical end. In the middle of

forties, the stage for a separate homeland for the Muslims was ripening from the journalistic point of view. Besides the above-mentioned newspapers, there were many more including "The Pakistan Times". All the Muslim newspapers played a prominent part in the Pakistan Movement, by giving articles and specially the editorials by giant journalists like Hameed Nizami and Altaf Hussain. They not only influenced the general masses, but also the intelligentsia, who were convinced of the genuineness of demand for Pakistan, and the inevitability under the conditions, for a separate homeland of the Muslims.

## CHAPTER-6

## HISTORY OF NEWSPAPERS IN PAKISTAN

## 1. DEVELOPMENT OF NEWSPAPERS IN PAKISTAN SINCE 1947

We have examined that the evolutionary process of Muslim Press was partially demonstrated after 1830. When a number of journals and magazines appeared. The second phase was after 1910, when a number of newspapers were published. The third phase was 1930, when the Muslim Press gained ground and stability in the sub-continent. It was only in 1940, when the demand for Pakistan reflected the political awareness of the Muslims; and the fourth phase of Muslim Press began with a comparatively good number, of newspapers Pakistan movement-oriented. At the stage, it was realized the necessity of establishing the Muslim Press on sound foundations. It was realized to increase the voice of the Muslims through a well-established Muslim Press which should be information, and public opinion-oriented. It was the realization which promoted and motivated the Quaid-i-Azam to form a Muslim news Agency, named "Orient Press"; and to frame a series of newspapers and magazines, both daily and weekly, which would serve as the spokesmen of the Muslim cause.

That is the reason why we notice a strong effective Muslim Press in the period of 1944-45, which truly assisted the Muslims to have a deep insight into the causes of their plight and the development in the sub-continent. It was the particular period when the Muslim Press generated a general political Consciousness, and prepared the general masses mentally to demonstrate the practical support to the Muslim

League. Muslim Press came into the battle to project the Muslims point of view, and negate the confusing and vilifying ideology of the Hindu Press. The Muslims were truly convinced of their stand.

#### ✓ a. Problems of the Muslim Press in 1940-1947

As said and explained, the Muslim Press was much smaller as compared to the Anglo-Indian Press and Congressive Press. The various factors which had contributed largely towards the formation of the Muslim Press can be described, by pointing out the various characteristics.

✓ i) Muslim Press had to face many fronts of opposition and other multiple problems, in the initial stages. The more they strived, hard, the more problems, hardships and difficulties they had to undergo. They wielded their collectives efforts towards the definite goal of paving the way to the successful struggle of the Pakistan Movement and ultimately the formation of an independent state of Pakistan. Inspite of the multiple hinderances, the Muslim Press Courageously braved the difficulties, and continued their support to the noval idea of Pakistan.

✓ ii) Financial Problems:- The Muslim Press had to face a number of financial problems, as Compared to the Hindu Press. Hindu Press was strongly placed and financially broad-based, actively supported by the Hindu organisations and business houses with a zeal to work for the unity of India, and oppose the efforts for partition of the sub-continent. The Muslim Press usually carried on its existence with losses. It worked with missionary zeal and enthusiasm, without caring for the financial difficulties.

✓ iii) Limited Circulation:- As compared to Hindu majority and community, the rate of literacy among the Muslims was very low which was the major cause of limited circulation. Among other causes were the inability of the Muslims to subscribe to the Muslim Press in a regular manner. Only there was a limited or privileged class or elite who could subscribe and patronise the Muslim Press.

✓ iv) Scarcity of Advertisement:- Today, it is widely acclaimed that the advertisements are the main source of revenue to the newspapers, which could sustain them and be a potent cause to their constant entity. The Hindu Press was fed by regular advertisements which strengthened it, whereas the Muslim Press was deprived of the same privileges. Its reasons are not difficult to discover. The Hindu community enjoyed a wide-based business, and owned a major part of trading and responsible jobs in the government departments. Moreover the Hindu waged a relentless campaign to finance their press, by arranging regular system of supply of advertisement. Contrarily the Muslim Press were denied to all these privileges of channels and source of sustenance and regular maintenance.

✓ v) Shortage of News-Print:- The Muslim Press before the partition and after, had to face the shortage of news-print; whereas there was no such problem with the Anglo-Indian and Congress Press who reviewed regular supplies of the news-print. It resulted in the low circulation which in turn did not attract the publicity and the attention of the advertisers. Sometimes the Muslim newspapers and the magazines could not arrange the publication of their papers due to shortage of news-print, which caused a general consternation.

✓ vi) Lack of Trained Staff:- Another difficulty in the progress of the Muslim Press, was the acute lack of trained staff; whereas the Hindu Press thrived on this aspect. In this respect, even the Anglo-Indian Press supported the Congress Press by contributing trained staff. Moreover the number of Hindu newspapers and magazines was much higher than Muslim Press, which in fact enabled the Hindu Press to mobilize their efforts in a strenuous manner. In this respect, we should not be oblivious of the fact that the rate of literacy in the Hindu Community was much higher as compared to the Muslims. Moreover the Hindus were socially financially, economically and politically best placed, which fact lent to the



establishment of sound and solid Hindu Press with the availability of good, highly educated and trained staff. The Muslim Press mainly thrived on individual personality basis, who took upon his person all the functions and duties from the very scratch to the final stage of publication of their newspapers and magazines.

✓ vii) Absence of Latest Machinery: It was another major cause of the low productivity of the Muslim Press, as compared to the Hindu-dominated press. Though it cannot be gainsaid that there was absence of latest machinery; but so far as the Muslim Press was concerned this deprivation was more glaring and painful. The Muslim Press had to depend on the very elementary and rudimentary form of printing mechanism, often rather frequently relying on the manual mechanism. The basic reason of the absence of latest machinery in the Muslim Press can be ascribed to the non-availability of necessary funds to establish themselves on most modern lines and cater to the needs and requirements in a proper manner.

✓ viii) Confiscation of Securities: Another but major reason in the way of Muslim Press, was that often the British government punished them by clamping on them a variety of constraints and restraints, including the appropriation of their securities. As such, a number of legal and politico-social measures were taken to curb the voice of the Muslim Press. At the time of Partition, the securities of a good number of Muslim newspapers and magazines were forfeited and confiscated.

In the light of the above context, it is amply proved that despite these official restraints and restrictions, the Muslim Press were maliciously denied and deprived of the suitable atmosphere, which is essential in the development of a strong and healthy press. All through this period, the Muslim Press had to tolerate bravely the British repressive policies and the wrath of the Hindus, causing them colossal financial losses.

#### b. Position in 1947:-

As explained above, Pakistan inherited a crippled and repressed Muslim Press, so far as the areas of British India

which constituted Pakistan after the partition. At Partition, the total number of newspapers and journals was only 566, and in former East Pakistan and now Bangladesh, the number of such papers was simply negligible.

#### The English Press in Pakistan

It shall be appropriate to mention that Lahore has the distinction of having not only the oldest paper in Punjab but also in the whole Pakistan. "Kurrachee Advertiser" which appeared in January 1845, a year before the "Lahore Chronicle", bears testimony to this fact. Lahore, and the territories which constituted Pakistan proved the fertile soil for the growth of journalism intellectually and technically.

#### "The Pakistan Times":-

It appeared from Lahore on February 4, 1947, as a daily newspaper. The underlying objective and the main purpose was to propagate the Muslim League viewpoint in the Punjab. It was sponsored by Main Iftikhar-ud-Din, after promoting the publishing concern known as "The Progressive Papers Limited". Its first issues nearly synchronised with the mass civil disobedience movement started by the Muslim League. It was started at a time when momentous issues affecting the Muslims of India were on the anvil and the need for Muslim Press or Papers was the greatest. It was started as per saying of the Quaid-i-Azam "The role of newspapers in voicing and moulding public opinion cannot be over-emphasized. The Muslim view-point never got enough publicity for want of Muslim-controlled daily newspaper in English." It was soon able to gain the support, sympathy and the cooperation of all those placed in the echelon of the Punjab Muslim League at that time. Faiz Ahmad Faiz was its first editor, and served the newspaper efficiently from early 1947 to march 1951, when he was put behind the bars in connection with the Rawalpindi conspiracy case. When he was absolved of the case, he was appointed as Chief Editor, whereas Mazhar Ali Khan assumed the editorship who in the absence of Faiz Ahmed Faiz was its acting editor. During the promulgation of first Martial law in 1958, the Progressive Papers Limited were placed under the supervision of an Administrator in 1959. In 1961, Progressive Papers Limited was purchased by Chaudhary Zahoor Elahi. In 1962, its ownership was placed with the National Press Trust.



The Pakistan Times is published simultaneously from Lahore and Rawalpindi. In the formative years of Pakistan it has played an important role not only in the creation of Pakistan by moulding and projecting Muslim Public opinion in support of the idea of Pakistan, but, also in the development phases of this new independent and free state.

#### ✓ ii) The Daily Dawn:- 1930 founded

It was founded by the Quaid-i-Azam in the late 1930, as a weekly from Delhi. Its need was felt badly in all quarters of the Muslim circles and leadership, and the forces of the eventful circumstances warranted it. There was, at that time, only paper worth-mention, i.e., "The Star of India" an evening from Calcutta, in English language was functioning and owned by the Muslims. The necessity for floating more dailies in English language was the dire need of the hour, to convey their view point effectively to the ruling class. The absence of such English newspapers on the side of the Muslims, put them in disadvantage and even posed countless problems and difficulties. As compared to this deplorable state of the Muslim Press, the Hindu Press had a large number of powerful English language newspapers, which were engaged in violent and impressive propagation of their view-point. There was a complete absence of counter-balance and counter-poise between the Muslim Press and the Hindu Press. In order to balance the situation in favour of the Muslims, the Quaid-i-Azam arranged a campaign to raise funds for effective creation of the Muslim Press, in order to mitigate the grievance. Dawn was later converted into a daily on October 12, 1942 with Mr. Pothan Joseph as its first editor, who was succeeded by Altaf Hussain in 1945. It gained in popularity, and during violent, year 1947, its press and building were put to fire by the Hindu mob, and thus ceased its publishing. It reappeared from Karachi, the new capital of Pakistan. Altaf Hussain, its first editor, was the great editor, an enthusiastic and energetic person and ceaseless worker for the movement of Pakistan, he was not only respected in Pakistan, for his editorship qualities, but, also commanded respect in the international organizations of newspapers. His pungent editorials and expository articles helped him to impress the intelligentsia circles and carried weight to the official circles. He was followed by Mr. Jamil Ansari. Today the daily "Dawn" truly

commands a great respect, and is rightly considered one of the best English-language in reading it, and it certainly caters to the needs of a vast number of newspaper-reading public. During the formative years of the struggle and creation of Pakistan, Dawn duly led the campaign in not only boosting the morale of the Muslim Press and the masses but, only spearheaded the movement of Pakistan into the most phenomenal culmination of Pakistan. Dawn's role and the pungent articles and editorials of Altaf Hussain shall certainly go down in the annals of journalism of Pakistan.

#### iii) "The Morning News"

It appeared first in 1942 from Calcutta under the editorship of Abdul Rehman Siddiqui. It catered to the needs and requirements of the people of Bengal, by imparting valuable services and especially to the movement and struggle of Pakistan. It was especially significant during the years before the partition of the sub-continent. After the partition, "The Morning News" was forced to shift its headquarters offices from Calcutta to Dacca, where it appeared as a weekly for some time. Some period, it was converted into a daily newspaper. Afterwards, its headquarters were shifted to Karachi, and arranged its publication simultaneously from Karachi and Dacca. Later, it was placed under the custody and supervision of the National Press Trust, and is still published from Karachi. Its role in mobilizing the public opinion in favour of Pakistan movement during pre-partition days cannot be exaggerated nor underestimated. It was rightly considered one of the prominent newspapers of former East Pakistan and now Bangladesh.

#### iv) "Daily Muslim"

It is a daily English newspaper with headquarters at the federal capital Islamabad. It appeared in 1979. It is the first daily ever to be published from Islamabad. It is owned by a company, namely "Islamabad Publications" and Agha Murtaza Pooya is the managing-Director, and also the chief Editor of the Muslim. In the beginning, it appeared under the editorship of Mr. A.T. Chaudhary and, at present its editor is Syed Mushahid Hussain. As compared with Pakistan Times and Dawn, its popularity is acknowledged in the northern areas, and moreover by the political elite of the country.

## vi) "Daily Frontier Post":

It appeared from Peshawar on March 23, 1986, as a daily newspaper. Though it is considered a new venture on the horizon of the journalism but it has gained ground, and has since consolidated its position with the other English dailies in Pakistan. It is published under the editorship of Mr. Aziz Siddiqi, who formerly served the Pakistan Times. Its Managing-Editor of the "Frontier Post" is Mr. Murtaza Malik, who too, served as a correspondent of the Pakistan Times at Peshawar. The daily 'Frontier Post' is employing all the latest facilities of printing and technology and is being produced well. It is centering to the needs of the region of the frontier, and is rightly appreciated among the intelligentsia and the political elite of the country.

## vii) "The Nation":

It has started in d'out from Lahore, a sister newspaper of 'Nawai-Waqt' in English language, it invariably belongs to the independent newspapers corporation Limited, which has rightly impressed the English-reading community. 'The nation' has rightly impressed the national circles of intelligentsia. It has all the necessary qualities and characteristics of being considered the national English daily. It is still in the formative phase, and is gaining ground and popularity in the country.

## The Urdu Journalism in Pakistan

Let us now examine the heritage of Urdu journalism and then the present set-up of Urdu newspapers. In the sub-continent, the journalism in local languages appeared much after the English languages, as the founders of journalism were the employees of the East India Company or the European Christian Missionaries. The profession of journalism was exclusively used by the Europeans for the first fifty years; then in about 1830-1835, "Jaam-i-Jahan Numa" appeared from Calcutta, a first shift in the journalism of the sub-continent, and in local language in 1822. It was a mixture of Urdu and Persian languages. From territorial point of view, Bengal, Bombay and Madras were first nerve-centres of journalism. The reasons being the first places to be occupied and impressed by western education, culture and civilization, besides the moral and material support given to them by the

ruling class. In 1870, "Akhbar-i-Aam" was the only notable Urdu newspaper, started by Lala Mukand Lal and followed by many insignificant Urdu newspapers. In 1877, another significant Urdu newspaper "Paisa Akhbar" appeared from Qurenwala, owned and edited by Mahboob Alam, later shifted to Lahore. Mahboob Alam visited Europe for training in journalism and thus trained other journalists. The later period of Urdu journalism witnessed three giant journalists who just converted the Muslim docile journalism into militant journalism - they were Maulana Muhammad Ali Jauhar, Maulana Abul Kalam Azad and Maulana Zafar Ali Khan. It saw the rise of a modern Urdu newspaper. The docile and subdued tone of the Muslim Press changed into militant and extremist policy, and launched a frontal attack both on Hindus and the British. The renowned newspapers were "Hamdard", "The Comrade", "Al-Hilal", and "Zamindar". After independence, a number of good Urdu newspapers appeared, and a number of legal and socio-political factors cut their lives short. Some of the significant newspapers can be studied as follows:

## i) "Imroze":

It was started in 1948, a sister newspaper of the Progressive Papers Limited rather a Urdu counter-part of Pakistan Times. It was and is a successful Urdu newspaper, which imbibed all the necessary values of journalism as well as the technology. Imroze established a high standard of journalism and set exemplary norms of journalism to be imitated by other newspapers.

## ii) "Kohistan":

It appeared from Rawalpindi in 1953, under the editorship of Naseem Hijazi, a renowned historical novelist. After a year, it was shifted to Lahore. It adopted for the first time, the new technologies in printing and publishing the newspapers. It was the first newspaper to include quality features and articles, and was once the most popular daily newspaper, and assisted widely in widening the readership and in the formation of the habit of reading the newspapers. In 1968, its ownership was shifted to the Muslim League again and to Jamat-i-Islami in 1970. Afterwards, it was virtually closed.

## iii) "Nawa-i-Waqt":

Its history has already been under discussion in the previous pages. It is rightly acclaimed as being one of the oldest Urdu newspapers of Pakistan. In the beginning it was the weekly but changed into a daily in 1944. Nawa-i-Waqt wielded a deep and penetrative influence in all the periods of the history of Pakistan. In the formative phase of Pakistan, Nawa-i-Waqt played a pivotal role, not only in the history of journalism of the sub-continent but also in the history of movement of Pakistan. It fully rendered its support to the demand of Pakistan to the Muslim League. It was established as a reputable newspaper, wielding a deep influence especially among the Muslim population of Punjab. After the partition of the subcontinent and the existence of Pakistan, it made the Mamdot government, the centre of its support. Afterwards, the Nawa-i-Waqt established itself as the organ and the mouth-piece of the opposition parties; rather it is well-known fact that Nawa-i-Waqt always served the interest and represented the opposition parties, and against the existing governments. Its peculiar role was most note-worthy during Ayub Khan's martial law and presidential elections of 1964; during which heroically and boldly advanced the view-point of the opposition parties and vehemently opposed the views and opinions of the governments agencies and official circles. It is known and reputed to own peculiarly individual views, which has basically changed the tone of Journalism in Pakistan. Nawa-i-Waqt is also being published from Rawalpindi, Lahore Multan and Karachi simultaneously.

## iv) "Afaq":

Initially, it was started as a weekly and then was changed into a daily. In 1957, it was acquired by Saigol Brothers Limited. It holds the reputation of standard editorship. It was rightly considered as the vocal spokesman for the business and mercantile community, being attached to a business house. It enjoys an excellent reputation of individual and free views and opinions.

## v) "The Mashriq":

At the decline of Kohistan and differences among the journalists, many journalists broke away from it and founded a new daily namely "Mashriq" in 1963. It was founded by late

Inayat Ullah, a former share-holders of "Kohistan". It was taken over by the National press Trust in 1964. It introduced new trends of popular journalism in the country, and became a torch-bearer of new journalism in Pakistan. It was naturally the successor of Kohistan, and gained the largest circulation in Punjab. The old and experienced team of Kohistan worked very hard in establishing the Mashriq on sounder basis, by inviting and putting into practice the most modern methods of printing and publishing. It introduced news columns, editorials and photo-journalism and other novelties in journalism not witnessed before in Pakistan. It powerfully presented articles and social features, which immediately absorbed the public attention. It gave wide coverage to the news of many varieties, keeping strictly the journalistic values and factual presentation in simple language. In short, the Mashriq attained new heights of popularity in all sections of the society, and was regarded rightly as one of the first-rank newspapers of Pakistan.

## 3. PROMINENT NEWSPAPER CHAINS

Due to certain reasons, there have been many drastic changes in the journalism in Pakistan, besides international impact, which have collectively changed the colour and taste of journalism. Explicitly journalism in Pakistan has been operating on western lines, and has not remained merely a symbol of past missionary zeal. It has become a full fledged industry. Similarly newspapers and journals have been placed in groups as well as individual institutions. Today, it is becoming just impossible for an individual to bear the increasingly heavy expenses of running a newspaper. The administrative set-up of the newspapers and journals can be studied from the following point of views.

## i) National Press Trust of Pakistan:

Under this set-up, the following newspapers are working. It also consists of the Progressive papers Limited Lahore, besides Mashriq Limited, Lahore and National News Publication, Karachi. National Press trust of Pakistan is an official agency or organization.

1. Progressive papers Limited (PPL) controls and supervises "The Pakistan Times", Lahore and

Rawalpindi: "Imroze" Lahore and Multan, and the monthly "Sports Time".

2. "Mashriq Limited" consists of daily "Mashriq" Lahore, Karachi, Quetta and Peshawar, and weekly magazine "Akhtar-i-Khawateen".

3. National News Publication, Karachi publishes daily "Morning News".

#### ii) Herald Publication:

It is owned by Haroon family and is also called as Haroon group. Under its aegis, daily "Dawn", "Evening Star", "Hurriyat", "Herald", "Spider" and "Aurora" are published.

#### iii) Independent Newspapers Corporation Ltd,

In this group are included, daily "Jang", "Daily News", "Jang International" London, "Mag" (a weekly English journal) and weekly "Akhtar-i-Jahan".

#### iv) Other Prominent Publications:

In this group are included the following publications:

1. "Nawa-i-Waqt", from Lahore, Karachi, Rawalpindi and Multan.
2. "Jaaarat", Karachi.
3. "Aman", Karachi.
4. "Maghrabi Pakistan", Lahore.
5. "Wafaq", Lahore, Rawalpindi.
6. "Hilal-i-Pakistan", (Sindhi), Hyderabad.
7. "Mehran" (Sindhi), Hyderabad.
8. "Basharat" (Urdu), Hyderabad.
9. "Zamana", "Sachai", "Nara-i-Haq" as published from Quetta.
10. "Jehad", "Shahbaz", "Inqilab", "Watan", "Al-jamiat", "Sarhad", "Al-falah", and "Jiddat" are published from Peshawar.
11. "Karwan", from Bahawalpur.

12. "Nawa-i-Multan" and daily "Business Report" are published from Multan.

13. "Business Recorder", Karachi.

14. "Khyber Mail", Peshawar.

15. "Baluchistan Times", Quetta.

16. "Muslim", Rawalpindi.

17. "Pakistan Economist", Karachi.

18. "Nation", Lahore.

19. "View-point", Lahore.

20. "Frontier Post", Peshawar.

## 4. PROBLEMS AND HURDLES IN THE DEVELOPMENT OF PRESS IN PAKISTAN

In keeping in mind the primary functions of the newspaper in a democratic society, we should not be forgetful of the other side that a newspaper is a commercial enterprise that seeks naturally the profits. There are four primary functions, to collect and disseminate the news objectively; to explain and interpret the news to assist the readers in forming intelligent opinions; to guide public opinion by presenting impartially both sides of every issue; to entertain the public. But it will fail in its professional and primary functions, unless and until it is financially sound. In this way, a newspaper has to maintain a balance between its position as an institution of society and as a commercial enterprise. That balance may fluctuate in one side, but it can not afford to sacrifice one for the other.

After independence, press in Pakistan faced the following problems, as shortage of News-print, lack of skilled personnel, printing machinery in dilapidated form, lack of technical and educated hands and shortage of skilled technicians. The various hurdles and problems faced in the development of the press. Press in Pakistan can be studied in the light of social, political and economic factors, to which it is intended to cater. It is closely inter-linked. We can examine the factors responsible for development as follow:



### a. Rate of Literacy:

In Pakistan, the rate of literacy is really very poor even compared to many of the developing countries. It is at present only 56.3% only a deplorable situation indeed, which defies all efforts to ameliorate the people to a certain standard. It has naturally hindered the circulation to reach to a reasonable number. As such, the newspapers have yet to found themselves on financially sound footing. In this respect, the circulation of the newspapers is not only limited but uneconomical. Secondly newspapers mainly depend on the advertisement which is coming on very small scale, not speak of two or three papers. It is said that only one person buys the newspaper, the seriousness of the situation is somewhat self-explanatory. The newspapers with limited circulation usually do not attract commercial advertisement, the main source of their revenue.

### b. Limited Buying Capacity:

Pakistan is one of the developing countries, where people hardly save or afford some money to buy books or newspapers. The majority of the people have to keep the wolf from the door and cannot imagine to buy a newspaper daily. Its causes lie in the politico-social structure of our society, where people care little for the knowledge and the information. Usually one newspaper is consulted by several other persons, who cannot buy their own newspaper. It is also a fact that the prices of the newspapers and magazines have risen enormously, that is why an educated person too avoids to buy a newspaper or a magazine. It results in low circulation of the newspapers and the magazines. There are some literary magazines available in the bazaars and are priced so enormously that one is just puzzled. The people have no purchasing power left with them, that newspapers and magazines are considered a luxury today, meant for the well-to-do persons of the society.

### c. Factor of Advertisement:

It has already been explained that the newspaper industry generally depend on the advertisement; that is their main source of revenue. It involves many complicated elements, in the procurement of advertisement. First of all there are a good number of nationalized industries and government controlled departments, who usually are not

interested in the advertisement. Even in case they are really interested, they would follow the policy of the government. In this respect, the advertisements are issued on political basis and political allegiance. Those newspapers who write against the government policies or launch criticism, are not apt to find favour with them and as newspaper industry depends heavily on Government advertisements; the newspapers usually cannot afford to offend the Government and be deprived of their due share of advertisements. Moreover monopoly industries are usually not interested in advertisements in the newspaper, as state controlled industries. Hence the factor of advertisements counts much in the blood veins of the newspapers.

### d. Unskilled Journalists:

Another glaring problem of the newspaper industry is non-availability of truly trained and experienced staff with proper expertise. The working journalists are not properly skilled in their field and their knowledge is very limited. There are not career jobs available with the newspapers with attractive scales of pay, which could attract the most ambitious and bright young men. Journalism as a profession puts heavy demands, but without suitable returns. In the profession of journalism, one is expected to keep abreast with the pace of knowledge and learning, but a working journalist cannot afford to buy the several papers, magazines and books. A post-graduate in journalism usually seeks some suitable job in other departments and private enterprises rather than with the newspapers. It cannot be gainsaid that over the years, the structure of pay - scales have been much improved, yet they do not attract the really desirous and competent hands.

### e. Social Structure:

With the rise of new wealthy class, all the previously valued norms have changed drastically. The attitude and behaviour have become more and more materialistic. All are engaged in ostentatious style of life, without caring for the moral and ethical values of the life. Everyone seems running after the money headlong. Materialistic pursuits have looted the life of its real charms of personal embellishments, intellectual enrichment and the desire to quench one's thirst from all available fountains of knowledge. Everyone seems



absorbed in devising ways and means for amassing more and more wealth. The love and fondness for knowledge in fact dissolving away. The love for reading and research work are giving in to unhealthy practices, the consequences of which are even apparent today. Thus the social habits has been a pivotal cause in the low circulation and low revenue of the newspapers.

### Prospects

Pakistan inherited a heavily mangled and battered form of press. In the last years of the British rule, Muslim Press had to undergo through a long series of trials and tribulations due to their support for the movement of Pakistan. Muslim Press was cruelly made the target of several official restraints and restrictions besides confiscation of security. As such Muslim Press was basically deprived of the congenial and suitable atmosphere, essential for the growth of a strong and healthy press. Muslim Press were targets of inimical attitudes of both powerful forces in the sub-continent, British official machinery and the wrath of the Hindus. In the process Muslim Press suffered heavy financial losses.

- i) Before partition of the sub-continent, the total number of newspapers and journals was 556. Whereas it was quite negligible in former East Pakistan.
- ii) In 1962, we notice a steady and gradual increase of the circulation of different newspapers by 50% as compared in 1948.
- iii) In 1951, the total number of circulation of different newspapers was 1,20,000; and in 1955 it rose to 1,55,000 and in 1959, it was 2,27,155; and yet in 1966 the total circulation of eight prominent newspapers was 3,99,250.
- iv) During the period of 1964-65, the circulation of Nawa-i-Waqt shot up to 80,000, whereas it was 1,50,000 of Jang.
- v) In 1970, the collective circulation of daily newspapers in Pakistan rose to 10,00,000.
- vi) We inherited printing presses in battered and mangled form. The Hindus caused the damage purposefully at

the time of their migration. Moreover there was an acute shortage of skilled technicians to look after and supervise the printing process, as the Muslims were technically and educationally backward.

- vii) In pre-partition days, Punjab was the only province which had superiority over Baluchistan and N.W.F.P. as far as education and literacy was concerned. Lahore was the central place, where a number of newspapers were published; but the majority of which was owned by the Hindus. The prominent Hindu newspapers were "Milan," "Purabi," "Purabi," and the names of prominent Muslim newspapers were, "Zamindar," "Inqilab," "Ahsan".
- viii) "Civil and Military Gazette" press was only the press in West Pakistan, which had a Rotary Machine. Up to 1949, The Pakistan Times was also published there.
- ix) In 1950, the first steps were introduced to import the latest printing machinery. In the same year Dawn, the Pakistan Times, and even Times were printed on the latest machines imported from Europe and America.
- x) Then a series of improvisation began. Imroza, and Millat were the first Urdu newspapers who utilized the offset and Vandike mode of composing.
- xi) Later, Kohistan imported the latest 'offset machinery' from Japan and by 1955, all the newspapers were composed on offset. It enabled the newspapers to operate the printing process of newspapers in a speedier way.
- xii) In the beginning of 1982, Lahore edition of daily "Jang" began to be printed on computer composing.
- xiii) It was then the ripe time for the newspapers to widen their scope, by introducing the varieties and tastes. Novelties were introduced in the form of special editions on children, film, literature, art, culture etc. It can be said that the newspapers with the aid of modern technology in printing machinery, laid the foundations of the future newspapers industry.

- xv) In the regime of Field Marshal Ayub Khan, Pakistan made strides with the progress in industries and trading and big business houses. There were brisk activities of trading and business in Pakistan which had its full impact on the structure of the society. The life style and the tastes of the people were changed. Accordingly the journalism came in to play its peculiar role, and the newspapers gained the suitable and proper atmosphere for growth and development.
- xvi) With the progress in industrialization, trading and business in Pakistan, a number of new establishments came into being. At that stage, the field of commercial advertisements widened and the newspaper benefited it, by expanding their presses and increasing the circulation in order to meet the demands. It is said that 40% of the total income of a newspaper is earned by the advertisements published in it. As such the advertisements are the biggest source of revenue for the newspaper, rather they heavily depend on the commercial advertisements.
- xvii) The previous problem of scarcity or non-availability of educated and technically personnel were lacking, was over as the papers get new and sophisticated machinery along with the training facilities in and out of the country. The complication and modern printing necessitated the indication of highly skilled technicians with better pays and facilities. As such facilities attracted really competent hands in journalism, who could impart their best services in consistence with the new demands.
- xviii) In the same period, due to several reasons, including the Martial Law promulgation in the country, the newspapers were forced to avoid the publication of political news. The newspapers devised new styles and kinds of journalism, including feature - writing, editions for children and women and fashion shows etc. It also saw the growth of the magazines, popularly known as digest, designed and fashioned after the world famous American magazine, known as "Reader's

- Digest". Urdu Digest appeared in 1962, and since then about three dozen digest magazines have appeared.
- ix) Regional journalism too prospered and the centres of regional journalism increased. Lahore and Karachi were the main centres where publications of the newspapers were based. Among the other centres are Multan, Bahawalpur, Sukkur, Rawalpindi, Quetta, Faisalabad. In these regions, regional Languages were widely employed, another characteristic of the regional journalism was that the relevant newspapers also improved a great deal in forms and styles.
- x) Newspapers have widely improved the methods and other delivery systems. Its progress corresponds with the progress of means of transportation. The latest microwave system of copy transfer is also under active consideration.
- Undoubtedly the press in Pakistan is making much progress in all respects, and constructed a super - structure of solid journalism with better prospects in future.

## MEDIA LAWS

### 1. CONSTITUTIONAL PROVISIONS OF FUNDAMENTAL RIGHTS

There are a number of constitutional and fundamental rights. Fundamental rights guarantee 'every man or woman opportunities to do and achieve those things which are necessary for the realisation of his or her ideas, aims of life and interests, and for the development of his mind character and personality. These conditions and opportunities are called rights. A right is, therefore, a power, or claim of an individual to do or not to do something recognised by the society or state, for the good of the individual and of the society or state. Fundamental rights and their insertion in the constitution guarantee individual and social happiness and progress, democratic freedoms, protection against the despotism of the majority party, legislature and fundamental rights etc. Among many of the fundamental rights are the rights to life and liberty, rights to equality, rights to freedoms, rights to property, rights to culture, social rights etc.

Here, we are mainly concerned with the rights of speech, and freedom of the press.

- a. **Freedom of Speech:** According to the constitution, "every citizen has the right to freedom of speech and expression". (Article 19) but this right is subject to "any restrictions imposed by law in the interest of the glory of Islam or integrity, security of Pakistan, friendly relations with foreign states, public order, decency or morality, contempt of court, defamation and incitement to an offence."

The right is one of the most important of the Fundamental Rights, because it is absolutely necessary for the effective workings of a democratic government and also for the expression and growth of ideas. But this freedom can be easily misused to endanger peace and tranquility of the country. That is why it is not an unrestricted right, but is subject to several "reasonable restrictions" such as the security of Pakistan, etc. These restrictions require action by the legislature and the courts.

Legislature imposes reasonable restrictions on the exercise of this right by enacting new laws which it may deem necessary in the interest of Pakistan's security, police order etc.

The courts determine the "reasonableness" of such restrictions as imposed by laws made by the legislature. Such a question for example arose with regard to the Pakhtounistan propaganda. In the case "State Vs. Abdul Ghaffar Khan," it was contested that the sections 123A, 124A and 153A of the Pakistan Penal Code imposing restrictions in the interest of Pakistan's Sovereignty, integrity of Pakistan and Public, hit the Article 8 of the old constitution. But the High Court of West Pakistan held that none of these restrictions imposed by these sections was unreasonable. "Every inch of the territory of Pakistan state being more valuable than the liberty of speech and expression enjoyed by any of its citizens, such liberty cannot on any social, moral, legal or political ground be used as the "democratic" means of liquidating the democratic state that has bestowed that liberty." Hence the restrictions imposed by these sections are in the interests of the security of state, and "are more than reasonable."

- b. **Freedom of Press:** Article 19 adds further : "there shall be freedom of the press, it will, however, be subject to any reasonable restrictions imposed by law in the interest of the glory of Islam of the integrity, security or defence of Pakistan or any part of it, friendly relations with foreign states, public order,

decency or morality or in relation to contempt of court or commission or incitement to an offence.

## 2. PRESS AND LAW

The press is considered to be the fourth pillar of the state the first three being the legislature, executive and the judiciary. The role of the press is very significant and vital in a civilised society. It an important media which provides information to the people, makes them aware of their problems and educates them by suggesting solutions to those problems and thereby moulds their opinions through its reporting, editorials, articles, etc. Since the impact of the written word is far greater and stronger than the spoken one it is essential that this "pillar of the state" should act in a responsible manner while carrying out its various functions so as to add to the stability and integrity of the country and ameliorating the lot of its people. The pen is mighty, hence in the very nature of things its use and conduct must be regulated by norms conducive to the accomplishment of its objectives that can best be done by a well codified law which on the one hand provides it to flourish, and on the other to ensure that no one transgresses the limits and thereby cause injuries to the state and its stability as also to its people.

People in an advanced and civilized society are more conscious of performing their duties than of their rights. But in a society which is still in the process of growth and development, the laws are necessary to regulate and streamline the conduct of its members, it is perhaps for this reason that a corrupt society has more laws.

Much has been said about the non-existence of a free press in our country and in this regard the provisions of the Press and Publications ordinance, 1963 has been the target of attack. It is contented that its very presence on statute Book is a stumbling block in the way of a free press, and its repeal has, therefore, been consistently demanded. While making this demand, if it may be permitted to say so its critics do not appear to have exhaustibly studied its provisions.

The scheme of the ordinance is to keep a country as also of printing and publishing of newspapers, periodicals, etc. It is accordingly stipulated that no one can do so without making a

declaration before the District Magistrate concerned. No serious objection against these provisions can be legitimately urged.

Practically every profession, now then certain trades are regulated by law. Lawyers, Doctors, Chartered accountants and others similarly situated have their own laws which prescribe minimum qualifications for joining them and for regulating their course of conduct and behaviour. No such law was in existence to control and regulate the business and profession of setting up printing press and printing and publishing newspapers, magazines, etc. This ordinance has made that deficiency good, though to a very limited extent, in as much as no minimum educational qualifications are prescribed for persons wishing to set up printing presses or joining the profession of journalism.

While prescribing the do's and don't for press, the ordinance has empowered the Government to take action against it even in respect of matters which have been termed as offences under the ordinary law of the land, and it is this part of the ordinance which has been described by its critics as muzzling the freedom of the press. There is weight in these objections which require reconsideration.

In this context, we have textual matter of "Press and publications ordinance, 1963; as well as the latest press law, known as "Registration of printing press and publications ordinance 1988 (vii of 1988)"

From the foregoing study of an introduction to the press laws, we gather the salient features of several legislative measures, their historical and evolutionary phases are summarily described below.

- a. Freedom of press should be studied not in isolation with the broader canvas of the freedom of an average citizen or individual, as well as the freedom of the society at large.

Moreover the concept and practice of freedom differs and restricted in its extent and application with reference to different sections of society. A politician enjoys more freedom and a complete privilege on the floor of the assembly and can exercise his light to

expression in greater degree than an editor of newspaper can.

- b. It is a fact that the freedom of press hinges on the relative political balance or stability, and imbalance and instability. The concept of freedom of press is invariably linked with the fundamental right to speech and expression, constitutionally guaranteed all over the world. The said constitutional guarantee is somewhat a concept not subjected to any kind of political system adhered to regardless of the political ideology or political system, the said right to speech and expression is said to have been followed and exercised eloquently. However its regulation is always subjected to the maintenance of the integrity and security of the country. It is also attacked to the stability and balance of social order.
- c. Whenever there are emergencies and abnormal situations and circumstances in the country, like wars, crises and unrest; all the fundamental rights and principles as well as its constitutional guarantees stand suspended. It is somewhat a principle universally acknowledged and practised all over the world.
- d. There are two apparent determinants for the protection of the right to free speech and expression, manifested in the effective agencies of the community and the government. The community enjoys the said basic right by means of ballot box as well as encouraging the method of discussion; whereas the government acts as deterrent in case of the development of violence.
- e. As said earlier, the freedom of expression and speech as well as its restrictions vary and depend on the particular system. We are here concerned to study its scope and extent with regard to the periods of normalcy, as we are well aware that the fundamental rights are waived off or suspended in times of absence of political and social normalcy.
- f. From the political system's point of view, we can conclude the practical points. In the countries where communist or socialist system is adhere to, press is



nationalised and subjected to that particular system and ideology. In the authoritarian system, the press is usually subordinated to the executive.

**Goal of Free Press** "We may expand the discussion concept of free press, with reference to various systems prevalent in the world.

**Definition:** In simple terms, we can define the term of press, as freedom of collecting, committing and publishing information. However, society has its own meaning of the word "Free Press". Different societies have interpreted the meaning of free press in accordance with their own needs and requirements.

non-communist countries assume that freedom of press means absence of directives, and of specific tasks and an atmosphere without constraints, in which the plays of ideas can take

communist nations are eager to lay down specific tasks for the press to "Fight fascism", to ask warmongers and so on ; in general to stress the press rather than to leave it alone.

**Objectives:** These are the proposed and suggested objectives of the free press, which can be derived from two different points of view.

On one hand, the objectives are to tell the truth without prejudice and to spread knowledge without any intent; to facilitate the solution of the economic, social and humanitarian problems of the world as a whole through the free interchange of information bearing on such problems.

According to communist stand-point, its objectives are to struggle for international peace and friendly relations among nations; to develop friendly relations of co-operation based on respect for the principles of independence, equal rights, and self-determination for the people; to organize the

democratic principles for wiping out the remnants of fascism and for the extirpation of fascist ideas in all its forms; to cooperate in solving problems relating to economic, social, cultural humanitarian character and to encourage respect for human rights and for the fundamental freedoms for all without discrimination of race, sex, language or religion.

e. The said two points of view gave rise to a resolution, vitally directed against the falsified, distorted reports and war-mongering, free access and access to foreign correspondents, for prohibition of censorship in peace time, under special conditions, an international right to insist on publishing corrections to false or misleading news, reports; a general right to receive and information and opinions without government interference. The consensus of world opinion for a free rather than a harnessed press.

f. Due to various interpretations of free press, various societies, media practitioners divide the world of press, into five categories i.e. Liberal, Authoritarian, Communist, Islamic, and Responsible theory. However "socially responsible theory" has different meanings and interpretations in different societies. Without unduly delving into the detail of each press system, however conclude. That is the freedom of the press to criticize, to express opinion, and to publish is restricted in the public interest in several

g. Freedom of the press is usually defined as guaranteed under the constitutional provisions. American constitution stipulates that "Congress shall make no law, respecting an establishment of religion," or prohibiting the free exercise, or of the right of the people peaceably to assemble to petition the government for a redress of grievances.

stitutional provision lays down in the constitution of Pakistan, that

*citizen shall have the right to freedom of speech and expression subject to any reasonable restrictions imposed by law in the interest of the sovereignty, public order, decency or morality, or to contempt of court, defamation or to an offence."*

a sharp unanimity in the nature of several laws imposed and practiced in even the most backward countries. The only difference lies in the most executive rather than the judiciary has the impose penalties in these countries. Hence, in too, press is free but executive is powerful; deep understanding that the freedom of press is with the growth and development of country shall have to be studied and examined with reference the peculiar situation to Afro-Asian countries which are still in the process of growth and development after a long tantalizing of alien and economic and social exploitation. These are confronting a host of crucial problems as, illiteracy, disease and poverty; and have developed their own peculiar brand of problems as well as the concept of the freedom of press, the question of democracy, the right to expression and the freedom of press has to be examined and examined from the standpoint of the circumstances. The restrictions on the right to speech and expression range from complete censorship to a freedom.

*tionally or wholly affecting press in*  
These laws can be studied and examined in the following order.

Customs Act, 1878: By the customs Act 1878, certain publications can be held in the country and their entry can be held in the country, and thus affects the freedom of press. By the said Act, the customs authorities

are duly authorised and empowered to detain, written or published matter as well as the banning of publication and their entry or import into the country.

- b. Telegraph Act, 1885: This act has also provision, by which the telegraphic messages can be intercepted in case of an emergency in the country or if the safety of public warrants so.
- c. Post Office Act 1898: This act is also meant to prohibit the transmission by post of certain newspapers and their detention.
- d. Code of Criminal Procedure, 1898: Under the full-fledged code of criminal procedure, only section 99-A is applicable to the freedom of the press. Under the said section the provincial Government is duly empowered to forfeit any newspaper or book or document, which are based on seditious, treasonable matters, or contains similar elements which are punishable under section 123-A, or 124-A or section 153-A or section 295-A of the Pakistan penal code. However the affected and the aggrieved party is allowed under the law to apply to the High Court for the waiver of the said restrictions within the two months of the issue of the said order by the provincial Government.
- e. States (Protection) Act, 1922: It provided the umbrella and protection to the states which acceded to Pakistan. However this law has been stated as redundant and surplus which needs to be repealed in the present conditions of Pakistan. Even the Press commission recommended its repeal in its report, published in 1959.
- f. Official Secrets Act, 1923, made applicable to the press in 1955 By this act, the journalists are required not to divulge the documents made secret and confidential. Obviously this act does unnecessarily interfere with the fundamental right to speech and expression.

- g. **Foreign Relations Act, 1939:** This act puts certain prohibitions on publication of matter, which is purported or is liable to cause defamation of a ruler of a state outside, but adjoining Pakistan. It also applies to the consort, son or principal Minister of such Ruler. The main objective of this act is to plug the ways and means which tend to injure the friendly relations and interests, or tend to prejudice the maintenance of friendly relations between the Government of Pakistan and the Government of that state. Any infringement or contravention to the Act is punishable under section 124 - A of the Pakistan Penal code.
- h. **Pakistan Penal Code, 1960** Some of its provisions closely relate to the freedom of press.
- Section 124 - A** Relates to sedition. However the word "sedition" has not been properly defined, and is open to controversy.
  - Section 153 - A** makes it liable to the punishment to attempt creating enmity between various classes of people of Pakistan.
  - Section 499-502:** It essentially forms the law of defamation, wherein a defamed person could lodge a case with the police.
  - Section 505:** It relates to causing members of the armed forces to mutiny or otherwise disregard or fail in duty, inducing anyone to commit an offence against the state or against public tranquility and to incite one community against the other.
  - West Pakistan Maintenance of Public Order Ordinance:** This law was promulgated in 1960 providing for suspension of newspapers for specified periods when they are held guilty of disturbing public order.

- i. **Security of Pakistan Act:** The sub-section 1 (a) section 11 touches upon the journalists right to professional secrecy as the central Government is expected to require the legally responsible authorities of a newspaper to disclose their sources of information. The Press commission says, "The working of section 11 of this act makes it clear that the Government cannot force a newspaper to disclose the source of information of item published by it except where an item of news is likely to endanger the defence or external or security of Pakistan. The provision should therefore remained."

Section 12 provides for pre-censorship, prohibiting publication of any matter and banning a publication for a specified period. Forfeiture of copies and refusal to grant declaration are also included.

### 3. CONTEMPT OF COURT

1. **Definition:** Literally contempt means disobedience of lawful order, and implies an attitude to something which one despises as worthless, insignificant or vile. In journalism and press it stands for wilful disobedience to or open disrespect of a court, judge, or legislative body. Lord Hardwicke, a Lord-Chancellor of Great Britain in 1742, divided the concept of the contempt of court into following three types:

1. Scandalising the court itself.
2. Abusing parties concerned in cases; and
3. Prejudicing mankind against persons before the case is heard.

Another quotation from Lord Russel's summary of the law of contempt, is worth mention and is held authoritative among all circles.

"Any act done or writing published calculating to bring a court, or a judge of a court into contempt, or to lower his authority is a contempt of court. That is one class of contempt. Further, any act done

*or writing published calculated to obstruct or interfere with the due course of justice, or the lawful process of the courts is a contempt of court."*

The concept of contempt of court is broad-based, which may comprise of the following which come in the meaning and applicability of the law of contempt of court.

1. To deter the witnesses from giving evidence on behalf of a party;
2. To allege that evidence was obtained improperly;
3. To cast aspersions upon parties advocates;
4. To demand that a certain country should not undertake defence of the accused;
5. To use offensive epithets even in a humorous vein against the accused or a party; and
6. To print, even without comments, the brief pleading, petition or evidence of one side only

**Principles Governing Contempt:** There are some principles which form the sub-structure of the law of contempt as far as the press is concerned.

1. In case a court is scandalised or dishonesty, or impropriety or incompetence is attributed to a judge it is a contempt of court irrespective of the fact whether a case is pending in the court.
2. The situation and case of contempt of court also arise when an article published in a newspaper bears comments on the proceedings of a pending criminal case or a civil suit, with effect upon the judge, jury, the parties, their witnesses or counsel appearing in the case. The vital point is that the comment has a tendency to prejudice the fair trial or influence the decision; regardless and immaterial on the fact whether the comments or the remarks are made with reference to a trial which is yet to proceed.
3. In case a matter, comments or article is published which affect or likely to affect the proceedings of a

pending case and which has a tendency to prejudice the public for, or against a party, it is invariably the case of contempt of court. It is immaterial whether the case is finally heard. Moreover it is not necessary to prove that a judge or jury will be prejudiced.

4. Moreover, in case of general criticism of the conduct of a judge, not calculated to obstruct or interfere with the administration of justice, or the due administration of the law in any particular case, even though libellous, does not constitute a contempt of court.

With respect to first provision or principle as enunciated above, it is further said that the scandalising of a judge or a court includes imputing of motives, attributing to him dishonesty, impropriety or incompetence, expressing lack of confidence in him, alleging political bias, hobnobbing with the executive and favoritism.

**Privileges:** The judges and courts enjoy the privilege of protection, however this privilege is not unlimited. Even this privilege cannot be said to extend to personal attacks or slanderous criticism of a judge on his individual and not judicial, character as laid down by the Lords of the Privy Council.

Besides the applicability of Contempt of court is also attached with the proper terminology. For example, if the sentence announced by the court is said or written "severe", it does not constitute to have committed a Contempt of Court, but if the word "cruel" is used that invariably constitutes and amounts to Contempt. It is because the word "Cruel" itself implies that the judge takes pleasure in inflicting punishments.

**Sub-judice Matters and Criticism:** So far as an arrest has been made, and the police is still handling the investigation comments made or published during this period do not necessarily constitute a contempt of Court. Contrarily, in case the arrest has been made and an accused is put under custody, even if he has so far not been committed for trial or produced before a magistrate, comments can fall within the purview of the

law of contempt, "just as it is a moral offence to put misleading headlines on news".

**Forms of Contempt of Court:-** There are a number of forms of Contempt of court. If the Court news are published or its actual report is accurately given, it may cause or constitute a legal offence. Advertisement as an announcement of reward of discovering legal proof or for certain evidence in a pending trial of publication of a petition in the form of an advertisement constitute Contempt of Court. Likewise publishing advertisement for demonstration against a judge is a contempt of Court. Some of the types of Contempt of court are summarised below:-

- 1 Making libellous statements on parties or witnesses,
- 2 Comments against conduct of defendant,
- 3 Charge of undue influence,
- 4 Imputation of fraud or dishonesty,
- 5 Comments on prisoners,
- 6 Comments on the conduct of petitioner in lunacy proceedings,
- 7 Comments on the Conduct of a debtor in bankruptcy proceedings.
- 8 Abusing persons making affidavits,
- 9 Making allegations of prejury,
- 10 Making suggestions that plaintiffs case is untenable,
- 11 Reflection on goods supplied by the plaintiff,
- 12 Disputing validity of a patent in a newspaper during pendency of suit,
- 13 Advertisement offering reward for securing evidence in a pending matrimonial suit,
- 14 Advertisement as to proof of adultery of wife,
- 15 Publication before hearing of documents connected with the case,

- 16 Publication of inaccurate proceedings,
- 17 Theatrics and impersonation of prisoner;
- 18 Issuing circulars attacking directors or liquidators,
- 19 Publication of comments on proceedings heard in camera.
- 20 Publication of article after conviction but before judgment,
- 21 Inserting paragraph anticipating result of a pending case,
- 22 Making references to a case only for political purpose without mentioning the names of the parties in action.
- 23 Preaching a sermon in Chapel on the subject-matter of a pending action.
- 24 Publishing photograph of an accused where question of his identification is involved,
- 25 Publishing before hand what purports to be the defence to be put forward by an accused person.
- 26 Displaying misleading headlines, and;
- 27 Conduct an independent investigation into a crime for which a person has been arrested and publishing the result of that investigation.

#### 4. LIBEL IN PRESS

##### Definition:-

In law, libel is a published statements, photograph etc. which without due cause has the result, or is intended to have the result, of bringing its subject into disrepute, a handbill especially attacking or defaming someone, a written statement in which a plaintiff in certain courts sets forth his cause of action or the relief he seeks, a written or oral defamatory statement or the representation that conveys an unjustly unfavourable impression, a statement or representation published without just cause and tending to expose another to public contempt, defamation of a person by written or



representational means, the publication of blasphemous, treasonable, seditious or obscene writings or pictures.

**Types of Libel:-** There are two kinds of libel, namely defamation and slander.

- a. **Defamation:-** It stands for harming the reputation of by libel or slander, and act of defaming someone's reputation.
- b. **Slander:-** popularly it is any false and insulting statement. In law, it is an oral statement which without due cause has the result, or is intended to have the result, of bringing its subject into disrepute.

Defamation is usually in writing, printing or permanent form, whereas slander is spoken or indicated in protruding, projecting and significant gesture. Moreover it does not matter whether the libel appeared in a news-story, its headline, an editorial, an illustration, a letter to the editor or even an advertisement. It is potentially and firmly understood that its responsibility lies not only on the editor and the publisher but also on all who assisted in the publication.

**Examples of Libels:-** Following are the examples of libels in which damages for libel have been awarded to the plaintiff.

1. For writing an obituary of a living person.
2. For writing a humorous story ridiculing a corset model.
3. For calling the works of a great artist as "wilful imposture."
4. For publishing a story that made the plaintiff ridiculous, though the plaintiff himself had told the story in the first instance.
5. For publishing a story of no literary merit as having been written by an author of standing.
6. For describing a man as "a man of straw", for calling a person "an infernal villain", "a great defaulter", "a frozen snake", "an itchy old toad", "a desperate adventurer", "an artful scoundrel", "a company meeting

agitator", "a hypocrite", impostor", a crook", "a swindler", "a rascal", "a loan shark", "an anarchist" etc.

**Privilege:-** As towards defence, a number of privileges are attached.

1. Privilege is either "absolute" or "qualified". Absolute privilege is granted to members of legislature to judges, counsel and witnesses in statements made in judicial proceedings, to military and State documents or Government Communique.
2. Privilege is permitted on the ground of public policy, as a defence.
3. In order to enjoy type "qualified privilege" a matter published by a newspaper must entail the fulfilment of its social, judicial or political duty. The published matter must be of "public concern" and for "public benefit". In the light of this context, the relevant reports under hand or examination must be "fair and accurate".
4. A newspaper enjoys a "qualified privilege" in recording any of the foregoing examples of libel, which generally implies that a plaintiff cannot succeed in claiming damages from a newspaper for recording libellous statements from the above-mentioned sources unless he proves malice, that is impropriety of the motive, on the part of the paper.
5. It depends on the court, not on the jury to determine what is privileged, for this is a matter of law to be duly interpreted by the judiciary and is not a matter of fact. However, the jury can determine the question of malice.

**Fair Comment:-** It means to make comments or reporting without any bias, prejudice, leaning and without any overt and covert manifestation of malice and partiality. A journalist or a newspaper is really free to make "fair comment" on all newspaper is really free to make "Fair Comment" on all matters of public interest, based on facts, truths. However the chief features of a comment should be fair, accurate and without malice.

1. "Public interest" naturally involves a clear understanding as its real meaning, nature and depth. Hence matters of public interest may be enlisted as below.
2. All State matters, everything concerning Government, Parliament or parliamentary Committees.
3. It entails the public conduct of everyone who takes part in public affairs, but not the private conduct of such persons, except in so far as it influences their public relations.
4. All legal and ecclesiastical matters.
5. Places of public amusement or entertainment.
6. Art and literature, but not the private character of the artist or the writer.
7. Management of public institutions, and
8. Anything, in short, that invites public attention or criticism. Some judicial pronouncements should prove to be helpful.

**Apology:-** There are two phases in this process of apology.

- a. **Retraction:** It is the act of withdrawing something said or promised etc, and also stands for a statement made in doing this. Usually a journalist or a newspaper offers his retraction which tends to lighten the amount of damages, but does constitute complete defence.
- b. **Apology:** An apology means to submit a statement proving absence of any malice on the part of the defendant.

In this respect, the law provides that in any "public newspaper or other periodical publication, it is a good defence to prove that such libel was inserted without actual or at the earliest opportunity afterwards, the defendant inserted a full apology for the said libel."

## 5. PRESS CODE OF ETHICS

By ethics, we mean the moral principles which determine the lightness or wrongness of particular acts or activities also

the principles of conduct governing an individual or a group and a system of moral values. As such an ethical code is usually self-imposed principles to adhere to and follow strictly in order to foster and protect one's rights and privileges for mutual interests. In other words, a code is virtually a self-imposed system of apportionment of rights and duties. The underlying objective of a code is to run the affairs of an institution, organisation or a profession with some agreed rules and regulations mutually with moral responsibilities not to infringe the agreed principles. Similarly all kinds of operating organisations and institutions usually evolve a system of mutually agreed rules and regulation in order to operate their activities within the limits imposed voluntarily. There is no legal sanctions behind such formed code, except moral responsibilities and rights and duties.

In the same way, press code of ethics have been evolved in every country where press matters warrant so, with the underlying objective to guide their affairs without causing injurious interference and meddling in each other's sphere of activities. Press code of ethics regulates the press affairs as well as the writing and broadcasting mechanism. Press code includes the regulations of affairs regarding journalism, journalists, publication and advertising and allied fields. The press code of ethics outlines and provides a certain grade and measure in order to adjudge and adhere to the commonly formulated injunctions contained in the agreement.

Its importance and necessity is rather self-explanatory, which invariably assists in the coordination of effective and collective efforts in the improvisations of publications and allied fields. It allows somewhat an excellent amalgam of freedom and a sense of personal, social responsibility, which mobilizes towards a balanced operation of printing and publication. The press code of ethics naturally demonstrates a practical method to the practitioners of journalism and publications to select and choose the suitable directives besides thoughtful decision among alternatives. The press code of ethics is the criteria indicative of the desire of the practitioners of journalism and printing, to straighten their actions, to think rightly according to the moral tenets, and guiding principles. It conducts the business of journalism, publishing and printing into meaningful and satisfactory

manner. As the press code of ethics is a self-imposed and self-fashioned phenomena, its voluntary compliance makes it most effective and impressive than compared to a press ordinance imposed by the Government. In the press code of ethics is embedded the most pervasive element of willingness to comply with its provisions, as it provides an objective incentive by which the media can progress without any hinderance or complaint from any quarter. It is a system which allows rather mobilizes the maximum freedom as well as provides certain rules to be observed and maintained which are considered vitally important for the survival of any system. It reduces friction and clash between the polices of the Government and the press.

**Origin:** A press Consultative Committee was appointed by the Government. It consisted of newspaper editors and government which passed the Press Code of ethics on March 17, 1972.

**Press Code of Ethics:-** The said press consulative Committee passed the following press code of ethics.

Conforming to the preamble in the United Nations International Code of Ethics wherein it is stated: "Freedom of information and the Press is a fundamental human right and is the touchstone of all the freedoms consecrated in the Charter of the United Nations proclaimed in the Universal Declaration of Human-Rights, and it is essential to the promotion and to the preservations of peace."

And believing that it is necessary to observe a voluntary code of conduct to ensure its functioning in freedom in the most beneficial manner to society, this general meeting of the Press Consultative Committee, held at Karachi on March 17, 1972, decides to adopt the principles of the code as herein set forth:-

1. The profession of journalism, which is a public institution, should not be used as an instrument to serve anti-social ends, or interests which are not compatible with this profession. Nor should it be used to the detriment of national and public interest.

2. The following are to be avoided in any form of publication, such as articles, news items, photographs and advertisements.
  - a. Immorality or obscenity.
  - b. Vulgar and derogatory expressions against individuals, institutions or groups.
  - c. Libellous or false allegations against individuals, institutions, groups or newspapers or publications.
  - d. Religious sectarianism, arousing one sect against another.
  - e. Glamourisation of Crime.
3. The right of the individual to protection of his reputation and integrity must be respected and exposure of and comment on the private lives of individuals must be avoided unless this is imperatively in the public interest.
4. Presentation of news items and comments on events should be fair and objective and there should be no wilful departure from facts.
5. Headlines should not materially distort the contents of the news.
6. Off-the-record briefing should not be published.
7. The journalist should be entitled to protect his sources of information and respect confidence placed in him.
8. Embargoes on release dates of news articles and pictures should be rigorously observed.
9. All paid commercial announcement or advertisements should be published in such a way as to have no doubt that they actually are paid commercial announcements or advertisements.
10. Justified corrections or denials sent a result of and incorrect information published by newspapers, periodicals or news agencies should be published within the shortest possible period of time so as to effectively eliminate the impression created by the original publication which necessitated the issuance of a correction.

11. The press shall not publish news or comment, photographs or security of the State or solidarity of the nation.
12. The Press shall refrain from publishing anything likely to undermine the loyalty and allegiance of the armed forces of Pakistan.
13. The Press shall not publish anything apt to create ill-will between different sections of the people, but it shall not be constructed to preclude legitimate airing of grievances.
14. In reporting proceedings of the National and Provincial Assemblies, such portion of the proceedings as the speaker may have ordered to be expunged from the records of the Assembly shall not be published and every effort shall be made to give the readers a fair report of what has been said by all sections of the House.
15. In dealing with any situation, the Press shall restrict itself to factual reporting of events- without in any way encouraging or providing any form of distortion.
16. No newspaper shall accept in any form or shape any financial and pecuniary advantage or obligation from or on behalf of any foreign country or concern.
17. The personnel of the Press must never accept any form of bribe or permit personal interest to influence their sense of justice and impartiality.

The above-cited is actually the summary of the Press code of ethics, composed by press consultative committee, an organisation which consisted of the representatives of the press as well as the government officials. With reference to the said code, it was explicitly given the understanding that Government would not unilaterally take action against a newspaper and instead bring its complaints to the committee for disposal. Furthermore the said code was not approved and signed accordingly by several leading newspapers even the Council of Pakistan Newspapers Editors (CPNE) did never offer its commitment officially to the code.

**International Code:-** In 1977, it was unanimously agreed to devise an internationally acclaimed and recognised code for press, to give a colour of unanimity and internationally moral support and cooperation and to give it a practical shape to be universally followed and applied. Hence an international commission was designed in order to study the communication problems, as well as to devise agreed principles for the proper conduction of journalism, press and printing etc. The said communication continued its operation in December 1977 and finalised its report in February 1980, and submitted it under the name of "Many voices, one world," to the Director-General of U.N.E.S.C.O. The operations of the commission lasted and worked for a total of 42 days, in the words it met for a total of 42 days from December 1977 to February 1980.

The commission invited the representative of the Principle organisations of journalists, broadcaster, newspaper proprietors and experts in the media field, to an international conference. That international conference was actively supported and held in close collaboration with the Swedish Government in Stockholm in April 1948. It held other subsequent sessions in Paris, Mexico, New Delhi and Dubrovnik. In all, the commission turned out seventy-two recommendations which were approved in their entirety by all the members.

U.N.E.S.C.O. 's 21st General conference in September 1980 accepted the said report, and approved the plans for its dissemination on wider scale throughout the world. It requested the several governments of the world to make proper and suitable arrangement for its dissemination among the concerned circles for study, examination and careful scrutiny of its recommendations in order to apply them in their structure of press organisation, as well as publication of the report in all the official languages of the U.N.O. Even the General Assembly endorsed the report.

## 6. NATIONAL PRESS INSTITUTIONS

There are four bodies of national press institutions.

- a. **Council of Newspaper Editors (CPNE),**  
It relates only to the activities, rights, functions and duties of the editors of various types of newspapers and

periodicals. It is intended to regulate the affairs of the council of newspaper editors. It looks after the interests of the editors, and formed in 1965.

**b. Pakistan Federal Union of journalist (PFUJ).**

It is an association for the interests of all the working journalists. It caters to the needs and interests of the journalists related to several newspapers and periodicals.

**c. All Pakistan Newspaper Society (APNS),**

This body relates to the activities of the publishers and printers.

**d. Pakistan Press Council (PPC),**

It is the highest body and organisation and various functions are entrusted to it. Pakistan press council regulates the affairs of the press and prescribes particular rules and regulations. It vitally endeavours to push up their conduct of affairs on their own prescribed rules and regulations. It lays down some forms of punitive measures against those journalists who happen to infringe the rules and regulations consciously or unconsciously. As per rules, its headquarters offices are usually located at the residence of its chairman. From organisation point of view, it is headed by a chairman besides an executive committee consisting of ten members alongwith a sub-committee consisting of three members.

## 7. CODE OF ETHICS AND APPLICABILITY

It is now appropriate to study and examine the code of ethics and their applicability with reference to different phases of journalism, advertising, reporting, pictorial presentation as well as public relation.

**a. Code of Ethics and Journalism :-**

It has been widely acknowledged that a journalist is just like an eye and ear of the society, which fact emphasizes his role and projects the sense of responsibility. As per code of ethics for a journalist, he is supposed to keep the following principles while performing his professional functions and duties.

- i) A journalist is expected to keep professional secrets and not to falsify documents on ill-based information and distortion of facts.
- ii) A journalist should not owe allegiance to any political party rather uphold "the principle of liberty" of the press.
- iii) It is incumbent on the journalist to make a wise choice of that paper which is consistent with his political leanings or whose policy coincides with his thinking.
- iv) A journalist is expected to disseminate news and views, being the inviolable rights of man. He should discharge all his professional duties with utmost accuracy and avoid all unethical practices, as indecency, ill-based charges likely to injure the reputation or uprightness of the moral character of a citizen.
- v) It is his moral duty to stick to the right and moral principles and should be ready to expose and falsify the untruths and should think in terms of the interest of the society collectively and shun from individual and selfish interests.
- vi) In line with the discharge of his professional duties, he should keep the interests and rights of his colleagues aloft and intact.
- vii) A good journalist should be well aware of the press law, especially those laws relating to libel, contempt of court and copyrights. He should never indulge in the undesirable activities of black-mailing, bribery, exploitation etc.
- viii) A crime reporter should not become a tout or the P.R.O of the police station.
- ix) A journalist shall avoid the wilful calumny, slander, libel and other serious professional offences.
- x) A journalist and the press at large shall not cause to publish such matter which is most likely to create animosity, hatred, ill-will or cause polarization among the different strata of the society.



- xi) A journalist should be very cautious about the vital state interest and secrets, and even refrain from publishing such material which is most likely to harm the friendly relations between the state of Pakistan and another state. Nor shall he publish anything likely to bring in contempt or hatred the head of a foreign state.
- xii) All officially expunged portions of the proceedings of National or Provincial Assemblies should not be published.
- xiii) A journalist should abide by the directions of the judge, presiding over the proceedings of the courts of law or tribunals esp. of political significance.
- xiv) Headlines should not be designed as to cause material distortion of the contents of the news. Moreover in case of an embargo on release of the dates of news, articles and pictures, it should be observed accordingly.
- xv) It was also intended that no newspaper shall accept any financial assistance or aid in any form or shape, on behalf of any foreign country.
- xvi) It is also incumbent on the press to make it sure not to release any paid commercials or advertisements in the design, shape or form of news, articles, pictures and feature. They should be published in an unambiguous and clear terms of commercial announcements or advertisements, without any doubt.

#### b. Code of Ethics and Pictorial Journalism:-

According to an old Chinese saying, a picture is five hundred times better than wordings can portray. Today pictorial journalism has become an indispensable phenomena in modern journalism. Pictorial journalism may include cartoons, maps which should be graceful, venerable decent and bear moral air, and avoid purposely insult or disgrace or indecency. It has also been added that the figures of presidents, spiritual or religious should not be made a target of cartoons.

The code of ethics is towards the pictorial journalism prohibits the printing of vulgar photos. It is sickening to

publish the disfigured photos of dead bodies. Even the photos of social and moral convicts should not be published. Generally pictorial journalism is legitimate, allowable and in consonance with the ethical rules if a person voluntarily projects himself, people gather at a public place for recreation for spending their leisure time, a picture of public interest etc.

#### c. Code of Ethics and Advertising:

As compared with the past, today advertising has become indispensable in the modern journalism, becoming a most vital link between two groups of people, one the buyers and the other sellers. Advertising is a useful tool for selling ideas, goods or services, by employing a space in newspapers or periodicals or using some instrument to communicate the message etc. The whole structure is operating under some regularized machinery and a code of ethics.

Advertising campaign is vitally subordinated to the control of "All Pakistan Newspaper Society", which has laid down certain rules and regulations for proper functioning. All advertisement should be clear, legal, honest and truthful. The members are refrained to allow any favour directly to the advertisers as better facilities including lower rates, preferential positions, commission or giving sendee of art work at nominal rates. The members are; allowed to disburse a commission of fifteen percent to an advertising agency, and only 6 1/4 % to an unapproved advertising agency. Only scheduled rates will be applicable and any deviation is to be informed before hand. All these rules and regulations have been framed with intention to run the affairs smoothly. In case of infringement by a member, it shall be penalized according to the rules and regulations.

#### d. Code of Ethics and Public Relations:-

Public relationing is not exempt from its relevant code of ethics. Under the rules, a member is expected to do fair-dealing towards the clients or employers including general public. It is also expected of a member to conduct his professional duties for public welfare. A member shall refrain from presenting conflicting interests, from engaging in practice which tends to corrupt the dignity of professionalism, and refrain to disseminate false or misleading information. A member shall be careful not to cause any intentional injury to

the professional reputation or practice of another member. A member shall take all necessary steps to safeguard the confidence of clients and shall not disclose or injure the confidence to their disadvantage.

## 8. REGISTRATION OF PRINTING PRESS AND PUBLICATION ORDINANCE, 1988

(Promulgated on 7-9-1988)  
Ordinance No. VII of 1988.

Whereas it is expedient to regulate matters relating to publications and printing processes,

And whereas the National Assembly is not in session and the President is satisfied that circumstances exist which render it necessary to take immediate action,

Now, therefore, in exercise of the powers conferred by clause (1) of Article 89 of the constitution of the Islamic Republic of Pakistan, the President is pleased to make and promulgate the following Ordinance:-

### PART I

#### Preliminary

#### 1 Short title, extent and Commencement:-

- 1) This ordinance may be called the Registration of Printing Press and Publications Ordinance, 1988.
- 2) It extends to the whole of Pakistan.
- 3) It shall come into force at once.

#### 2 Definitions:-

In this Ordinance, unless there is anything repugnant in the subject or context:-

- a) "Authenticated declaration" means a declaration made and subscribed under section 7, and authenticated or deemed to have been authenticated under section (2).
- b) "Book" includes every volume, part or division of a volume, and pamphlet, in any language, and every sheet of music, map, chart or plant separately printed or lithographed.

#### DEFINITIONS

- c) "Document" includes any painting, drawing, photograph or other visible representation,
- d) "Editor" means the person who controls the selection of the matter that is published in a newspaper and whose name is specified in the declaration made under section 7.
- e) "Form" means a form contained in the schedule,
- f) "Government" means the Provincial Government,
- g) "Newspaper" means any periodical work containing public news or comments on public news, and includes such other class or periodical work as the Government may, by notification in the official Gazette, declare to be newspapers.
- h) "News sheet" means any document or poster other than a newspaper containing public news or comments on public news or any matter described in sub-section (1) of section 23,
- i) "Paper" includes a document, leaflet, newspaper, news-sheet includes and poster,
- j) "Prescribed" prescribed by rules,
- k) "Printer" means a person who has made and subscribed a declaration under section 7,
- l) "Printing press" means a press and includes all engines, machinery, types, lithographic stones, implements, utensils and other plant or materials used for the purpose of printing.
- m) "Province" includes Islamabad capital Territory,
- n) "Publisher" means a person who undertakes, is in control of, or is responsible for, the publication of any book or paper, either on his own behalf or on behalf of any other person, and makes and subscribes a declaration under section 7,
- o) "Rules" means rules made under this ordinance,

- p) "Unauthorised newspaper" means any newspaper in respect of which there are not for the time being valid declaration under section 7.
- q) "Unauthorised news-sheet" means any news-sheet other than a news-sheet published by a person authorised under section 27 to publish it.
- r) "Unauthorised press" means any press other than a press in respect of which there is for the time being a valid declaration under section 4.

## PART II

### Printing Press

#### 3. Particulars to be Printed on Books and Papers:-

Every book or paper printed in a Province shall have printed legibly on it the name of the printer and the place of printing and, if the book or paper be published, the name of the publisher and the place of publication.

#### 4. Keeper of Printing-Press to make Declaration:

- 1) No person shall keep in his possession any press for printing of books or papers, unless he has made and subscribed before the District Magistrate, within whose local jurisdiction such press may be, a declaration in Form A or such other form as may be prescribed, and District Magistrate shall, immediately upon the filing of such form, issue a receipt for the same.
- 2) every declaration made and subscribed under sub-section (1) shall be authenticated under the signature and official seal of the District Magistrate before whom the said declaration is made.
- 3) The District Magistrate shall, by an order in writing, refuse to authenticate a declaration made and subscribed under sub-section (1) if he is satisfied that:-
  - a) The title of the printing press proposed to be kept or operated is the same as the title of any printing press already being operated at any place in the province, or

- b) The printer was convicted of an offence involving moral turpitude within five years before the date of his making and subscribing the declaration.
- 4) The District Magistrate shall not pass an order under sub-section (3) without giving to the person making the declaration, through a notice in writing, an opportunity of being heard.
- 5) In case the District Magistrate fails to authenticate a declaration under sub-section (2), or pass an order under sub-section (3), within an period of four months, the declaration made by the printer shall be deemed to have been authenticated on the expiry of the said period.
- 6) As often as the place where a printing press is kept is changed, the keeper of the press shall within three days of such change, inform the District Magistrate in writing of the Change. Provided that, if the place where the press is shifted is in another district, the keeper of the press shall inform the District Magistrates of both the districts from which, and to which, the press is shifted.

## PART III

### Printing and Publication of Newspapers

#### 5. Publication of Newspaper-

No newspaper shall be printed or published except in conformity with the provisions of this part and unless there subsists an authenticated declaration in respect thereof.

#### 6. Name of the editor to be printed on the newspaper:-

Every copy of every newspaper shall contain the name of the editor of the newspaper printed clearly on such copy as the name of such editor.

#### 7. Declaration of the printer and publisher:-

The printer and publisher of every newspaper shall appear in person or by agent authorised in this behalf in accordance with the rules before the District Magistrate within whose local jurisdiction such newspaper shall be printed or published and shall make and subscribe, in duplicate originals a declaration in Form "B" or in such other form as may be prescribed, and the

District Magistrate shall, immediately upon the filing of such form issue a receipt for the same.

#### 8. No Minor to be Printer Publisher or Editor:-

No person who has not attained the age of twenty one years shall be permitted to make a declaration under section 7, nor shall any such person edit a newspaper.

#### 9. Effect of Non-Publication of Newspaper:-

- 1) If a newspaper in respect of which a declaration has been made under section 7 is not published within three months of the date on which such declaration is authenticated under section 12, the declaration shall become null and void.
- 2) where a declaration becomes null and void under sub-section(1) the printer and the publisher shall make and subscribed a fresh declaration under section 7 before printing or publishing the newspapers and the provisions of subsection (1) shall apply the fresh declaration and to any subsequent fresh declaration.
- 3) Where a newspaper after publication is not published,
  - i) In the case of a daily newspaper, for sixteen days in the calendar month.
  - ii) In the case of a weekly newspaper for two weeks in a calendar month.
  - iii) In the case of a fortnightly newspaper, for one month.
  - iv) In the case of a monthly newspaper for two month.
  - v) In the case of a quarterly newspaper, for six months. and
  - vi) in the case of a six monthly newspaper for one year, the declaration made in respect of that newspaper shall become null and void and the printer and the publisher shall make and subscribe a fresh printing and publishing the newspaper, and to every such fresh declaration the provisions of the two foregoing sub-sections shall without prejudice to the provisions of this subsection, apply.

- 4) Where a declaration becomes null and void under sub-section(1) or sub-section(s) and a fresh declaration is made under section 7, the decision with regard to its authentication shall be made within a period of four months.
- 5) Where a newspaper does not belong to any of the categories mentioned in sub-section(s) and the interval of its publication is intermediary between two successive categories mentioned therein it shall be governed by the provisions of that sub-section, as if it belonged by the provisions of that sub-section, as if it belonged to the less frequent category of the two.
- 6) Nothing in sub-section (1) or sub-section (3) shall apply in the case of a printer and publisher who within the period stated in those sub-sections and applicable to the particular case, show to the satisfaction of the District Magistrate that the newspaper has not been and cannot be published for reasons which are beyond their control.

**Explanation:-** If a publisher fails to bring out any issue or issues of the newspaper as required by the periodicity mentioned in the declaration and produces a combined issue, such combined issue shall for the purpose of this section be regarded as one issue irrespective of the serial numbers given on it.

#### 10. Effect of Change of Language, Periodicity or Place of Publication:-

- 1) If at any time, after the making of a declaration under section?, the newspaper to which the declaration relates is proposed to be printed or published in a language or languages with a periodicity, or at a place, other than the language periodicity or place shown in the declaration the printer or publisher shall notify such change to the District Magistrate within whose jurisdiction the newspaper is printed and published.
- 2) In the case the place of publication or printing is proposed to be changed to the district in the same province other than the district from where the newspaper was being printed or published the information under the sub-section (1) shall also be

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conveyed the District Magistrate within whose jurisdiction the newspaper is proposed to be printed or published.

- 3) In case the place of publication or printing is proposed to be changed to a district in a province other than the province from where the newspaper was being printed or published the printer and publisher of the newspaper shall make and subscribe in respect thereof a fresh declaration under section 7 before further printing or publishing the newspaper.

#### 11. Effect if Printer or Publisher Leaves Pakistan:-

If at any time the printer or the publisher who has made a declaration under section 7 leaves Pakistan, the declaration shall become null and void.

- i) The absence of the printer or the publisher from Pakistan be for a period not exceeding one year, and
- ii) the printer or the publisher, before leaving Pakistan, informs, in writing, the District Magistrate within whose jurisdiction the newspaper is printed or published of his intended absence and the name of the person who has undertaken to discharge in his absence and on his behalf the responsibilities of the printer or the publisher, and furnishes to the District Magistrate a statement in writing or that person accepting those responsibilities.

#### 12. Authentication of the Declaration:-

- 1) Subject to the provisions of sub-section(2) and (3) each of the duplicate originals of every declaration made and subscribed under section 7 shall be authenticated by the signature and official seal of the District Magistrate before when the said declaration is made.
- 2) The District Magistrate may not authenticate the declaration if he is satisfied that:-
  - a) the declaration has been filed by a person other than the proprietor of the newspaper or the printing press or a person not authorised by such proprietor.

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- b) the title of newspaper proposed to be published is the same as the title of any newspaper already being published in the same language at any place in the province not being a newspaper of different periodicity published by the same publisher or another edition of the same newspaper published from another place.

- c) the printer or the publisher was convicted of any offence involving moral turpitude within five years before the date of his making and subscribing the declaration.

- 3) The District Magistrate shall not pass an order under sub-section (2) without giving to the person making the declaration, through a notice in writing an opportunity of being heard and rebutting the evidence that may be available against him.

- 4) In case the District Magistrate fails to authenticate a declaration under sub-section(1) or pass an order under sub-section(2) within a period of four months the declaration made by the publisher and the printer shall be deemed to have been authenticated on the expiry of the said period.

#### 13. Deposit of Authenticated Declaration:-

The duplicate originals of the declarations authenticated under section 12, or the receipts of the declarations which are deemed to have been authenticated under section 12 shall be deposited in the office of the District Magistrate and with the officer appointed by the Government under section 48.

#### 14. Inspection and Supply of Copies of the Declaration:-

The officer-in-charge of each declaration or receipt deposited under section 13 shall allow any person to inspect that original declaration or receipt on payment of fee of five rupees and shall give to any person applying for it a copy thereof attested by the court or the office as the case may be which has the custody of the original on payment of a fee of ten rupees.

#### 15. Copy of Declaration or Newspaper to be Prima Facie Evidence:-

In any legal proceeding whether civil criminal or otherwise a copy of a declaration or receipt issued in the



manner described in section 14, and copy of the newspaper having the name of a person named thereon as its editor shall be sufficient evidence unless the contrary is proved as against the person whose name has been subscribed to such declaration or printed on such newspaper as the case may be (according to the words of the said declaration may be) of every portion of every newspaper whereof the title corresponds with the title of the newspaper mentioned in the declaration or the editor of every portion of the issue of the newspaper of which a copy is produced.

#### 16. New declaration by Persons who have Signed Declaration and Subsequently Ceased to be Printers or Publishers:-

Every person who having subscribed a declaration under section 7 subsequently ceases to be the printer or publisher of the newspaper mentioned in such declaration shall apply in person or by agent authorised in this behalf in their prescribed manner before the District Magistrate, and make and subscribe in duplicate originals a declaration in Form "C" or such other form as may be prescribed.

#### 17. Authentication and Filing of Declaration under Section 16:-

Each of the duplicate originals of the declaration made under section 16 shall be authenticated by the signature and seal of the District Magistrate before whom it is made and one such original shall be filed along with each original of the declaration under section 7.

#### 18. Inspection and Supply of Copies of Declaration under Section 16:-

The officer-in-charge of each original of the declaration filed under section 17 shall allow any person applying to inspect that original on payment of a fee of one rupee, and shall give to any person applying for it copy thereof attested by the seal of the officer or the court, as the case may be having custody of the original on payment of a fee of two rupees

#### 19. Putting Copy of Declaration under Section 16 in Evidence:-

In any legal proceeding in which a copy of a declaration under section 7 attested in accordance with section 14 has been put in evidence, it shall be lawful to put in evidence a

copy of the declaration under section 16 attested in accordance with section 18, and the former declaration shall not then be taken to be evidence that the declaration was, at any period subsequent to the date of the latter declaration printer or publisher of the newspaper thereon mentioned.

#### 20. Person Whose Name has been Incorrectly Published as Editor may make Declaration before a Magistrate:-

1) If any person whose name has appeared as editor in a copy of a newspaper claims that he was not the editor of the issue on which his name has so appeared he may, within two weeks of his becoming aware that his name has so published appear before a District Magistrate and make a declaration that the name was incorrectly published in that issue as that of the editor thereof and if the District Magistrate after making such inquiry or causing such inquiry to be made as he considers necessary is satisfied that such declaration is true, he shall certify accordingly, and on that certificate being given the provisions of section 15 shall not apply to that person in respect of that issue of the newspaper.

2) The District Magistrate may extend the period allowed by this section in any case where he is satisfied that such person was prevented by sufficient cause from appearing and making the declaration within that period

#### 21. Restrictions on Foreign Ownership of Newspaper:

No person who is not a citizen of Pakistan shall own or hold any interest in any newspaper printed or published in a province except with the previous approval of the Government and no such person shall in any case own or hold more than twenty five percent of the entire proprietary interest of any such newspaper, whether in the form of shares or by way of sole ownership partnership or otherwise.

#### 22. Printing of Certain Matters:-

1) No printer, publisher or editor shall print or publish, in any book or paper an account of the proceedings of the National Assembly or the Senate or a provincial Assembly if such account:-

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- a) Contains any matter which is not a part of the proceeding of such an Assembly or the Senate and which is prejudicial to the maintenance of public order or is opposed to morality or amounts to contempt of court defamation or incitement to the Commission of an offence or
  - b) Contains any matter which has been ordered to be expunged from the proceedings of such Assembly or the Senate.
- 2) No printer, publisher or editor shall publish book or paper any proceedings or excerpts of proceedings of any court or any tribunal or other judicial or quasi-judicial body, the publication of which is withheld or forbidden by the presiding officer of that court tribunal or body.
  - 3) If any person contravenes any provisions of this section then without prejudice to any other proceeding which may be taken against him the Government may after giving such person an opportunity of being heard, declare to be forfeited to it every copy of any book or paper printed or published in such contravention.

## PART IV

## Control of Printing Presses And Newspapers.

## 23. Forfeiture of Copies:-

- 1) Whenever the Government is satisfied that any book or paper contains words signs or visible representations which:-
  - a) incite to the commission of the offence of murder or any other cognizable offence involving violence.
  - b) amount to false rumours calculated to cause public alarm whereby any person may be induced to commit an offence against public tranquility without reasonable ground to believe, or having taken reasonable precautions to verify, that the information is correct; or
  - c) condemn the creation of Pakistan or advocate the curtailment or abolition of the sovereignty of

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Pakistan in respect of all or any of the territories lying within its borders; or

- d) bring into hatred or contempt the government established by law in Pakistan with the intent of causing defiance of the authority of such government; or
- e) are likely to create or excite feelings of enmity ill will or hatred between the populations of the Provinces or populations of any regions or parts of Pakistan or between different communities religions denominations sects classes, or sections of the citizens of Pakistan; or
- f) are likely to damage relations between the Government of Pakistan and the Government of any foreign state; or
- g) tend to seduce any officer soldier sailor or airmen in the Armed Forces of Pakistan or any police officer from his allegiance to his duties or to prejudice the discipline of such force or its members; or
- h) tend to invite wilful obstruction of public servants or servants of a local authority in the discharge of their public duties the Government may by order published in the official Gazette declare that all copies of such books paper, wherever found in the province shall stand forfeited to the Government.

**Explanation 1:** Comments expressing disapprobation of any measures of the government with a view to obtaining their alteration by lawful means shall not be deemed to be of the nature described in clause (d).

**Explanation 2:** Statement and comments made without malicious intention for the purpose of helping or advocating progress of any province region or part of Pakistan or for the furtherance of the legitimate interest of the population of any province or region community religious denomination or sections of the citizens or for securing removal of any factors leading to create enmity ill will or hatred shall not be deemed to be of the nature described in clause (e).

(2) No order under sub section (1) shall be published without giving the affected person an opportunity of being heard:-

Provided that in the case of an emergency an interim order may be made under the said subsection and an opportunity of being heard may be afforded as early as possible and the order may be confirmed or withdrawn after such opportunity has been afforded.

#### 24. Maintenance of Account, etc:-

Every printer and publisher shall maintain regular books of accounts showing all receipts, in cash or kind by or on behalf of the printing press or the newspapers as the case may be and all expenditure incurred in connection with the running and management thereof.

#### 25. Issue of Search Warrant:-

Where copies of any books or paper are declared forfeited to the Government under section 23 a District Magistrate may issue a warrant empowering any police officer not below the rank of sub-Inspector to seize and retain any such books or paper in any premises where any copy of such books or paper is kept for sale distribution publication or public exhibition or is reasonably suspected to be so kept.

#### 26. Appeals:-

- 1) Any person who has been refused authentication of a declaration made under sub-section (1) of section 4, or of a declaration made in pursuance of subsection (2) of section 12 or any person having an interest in any property in respect of which an order of forfeiture has been made under section 23, or section 29 or section 30 or any person from whose possession the property forfeited is recovered under section 25 may within one month from the date of such order or recovery of property prefer an appeal to the High court within whose jurisdiction such order has been passed or recovery has been affected.
- 2) The High court shall after giving notice to the appellant and the Government hear and dispose of the appeal within ninety days of its institution and pass such order including an order awarding damages to the aggrieved party as it may deem fit

## PART V

### Unauthorised News sheet And Newspapers

#### 27. Authorisation of Persons to Publish News Sheet:-

- 1) The District Magistrate may on written application made to him, by an order in writing authorise any person to publish a news sheet or news sheets unless he is satisfied that such person is likely to act in a manner prejudicial to public order or public safety or to publish in such news sheet or news sheets any matter against decency or morality or which amounts to defamation contempt of court or incitement to the commission of an offence
- 2) A copy of an order under sub-section (1) shall be furnished to the person thereby authorised.
- 3) The District Magistrate may at any time after giving the person affected an opportunity of show cause against the revocation revoke an order made by him under sub-section(1)
- 4) Any person aggrieved by an order of the District Magistrate under sub-section (i) refusing to authorize any person to publish a news-sheet a news sheets or sub-section (3) may prefer an appeal to the High Court and the provisions of section 26 shall mutatis mutandis apply to such appeal.

#### 28. Power to Seize and Destroy Unauthorised News-sheets Newspapers:-

- 1) Any police officer or any other person empowered in this behalf by the Government may seize any unauthorized news sheets or unauthorized newspaper wherever found.
- 2) Any District Magistrate Sub-Divisional Magistrate or Magistrate of the first class may by warrant authorise any police officer not below the rank of Sub-inspector to enter upon and search any place where any stock of unauthorised news sheets or unauthorised newspapers may be or may be reasonably suspected to be and such police officer may seize any documents

found in such place which in his opinion are unauthorised news or unauthorised newspapers.

- 3) All documents seized under sub-section (1) shall be produced as soon as may be before a District Magistrate, Sub-divisional Magistrate or Magistrate of the first class, and all documents seized under sub-section (2) shall be produced as soon as may be before the court of the Magistrate who issued the warrant.
  - 4) If in the opinion of such Magistrate or Court any of such documents are unauthorised news sheets or cause them to be destroyed but if in the opinion of such Magistrate or court any of such documents are not unauthorised news sheets or unauthorised newspapers such Magistrate or court shall dispose of them in the manner provided in sections 523 524 and 525 of the Code of criminal procedure, 1889 (Act v of 1898)
29. **Power to Seize and Forfeit Undeclared Presses Producing Unauthorised News-sheets and Newspapers:-**
- 1) Where a district Magistrate or Sub-Divisional Magistrate has reason to believe that in unauthorised news sheet or unauthorised newspaper is being produced from an undeclared press within the limits of his jurisdiction he may by warrant authorise any police officer not below the rank of sub-Inspector to enter upon and search any place wherein such undeclared press may be or may be reasonably suspected to be and if in the opinion of such police officer any press found in such place is used to produce in unauthorised news sheet or unauthorised newspaper he may seize such press and any documents found in the place which in his opinion are unauthorised news or unauthorised newspapers.
  - 2) The police officer shall make a report of the search to the Magistrate who issued the warrant and shall produce before such Magistrate, as soon as may be, all property seized:

Provided that, where any press which has been seized cannot be readily removed the police officer may

produce before the Magistrate only such parts thereof as he may think fit

- 3) If such Magistrate after such inquiry as he may deem requisite is of opinion that a press seized under this section is an undeclared press which is used to produce an unauthorised news sheet or unauthorised newspaper he may by order in writing declare the press to be forfeited to the Government but if after such inquiry the Magistrate is not of such opinion he shall dispose of the press in the manner provided in sections 523, 524 and 525 of the Code of criminal Procedure 1898 (Act V of 1898).
- 4) The Magistrate shall deal with the documents produced before him under this section in the manner provided in sub-section (4) of section 28.

## PART VI

### Special Provisions Relating To The Seizure of Certain Documents

#### 30. Power to Declare Certain Publications Forfeited and to Issue Search Warrants for the Same:-

Where any book or paper, wherever made appears to the Government to contain any word sign or visible representations of the nature described in sub-section (1) of section 23 the Government may, by notification in the official Gazette, stating the grounds of its opinions declare all copies of such book or paper to be forfeited to the Government and thereupon any police officer may seize the same wherever found in the province and the District Magistrate may by warrant authorise any police officer, not below the rank of sub-inspector to enter upon and search for the same in any premises where any copy of such book or paper may be or may be reasonably suspected to be

#### 31. Power to Detain Packages Containing Certain Publications:-

- 1) Any custom officer not below the rank of Assistant collector of custom specially authorised by the Government in this behalf may detain any package brought whether by land sea or air into the province which he reasonably suspects to contain any book or paper containing words, signs or visible

representations of the nature described in sub-package to such officer as the Government may appoint in this behalf.

- 2) The Government shall if it is satisfied that the book or papers so received contain words signs or visible representations of the nature described in sub-section (1) of section 23, within forty-eight hours of the detention of such package, pass an order, by notification in the official Gazette, forfeiting the same
- 3) If no order under sub-section (2) is passed the books or papers shall be delivered to the person entitled to their possession

### 32. Prohibition of Transmission by Post of Certain Documents:-

No unauthorised news sheet or unauthorised newspaper shall be transmitted by post.

### 33. Power to Detain Articles being Transmitted by Post:-

- 1) Any officer in charge of post office of authorised by the post Master-General in this behalf may detain any article other than a letter or parcel, in course of transmission by post, if he is satisfied that it contains any book or paper containing words, signs or visible representations of the nature described in sub-section (1) of section 23 and shall forthwith such article to such officer as the Government may appoint in this behalf.
- 2) The Government may, within forty-eight hours of the receipt of the article under sub-section (1), declare, by an order published in the official Gazette, that the book or paper contained in such article shall stand forfeited to the Government, and, in case no such order is passed, the Government shall return the article to the officer in charge of the post-officer concerned for transmission in the normal course.
- 3) Any person aggrieved by an order of detention or forfeiture under section 31 or sub-section (2) may prefer an appeal to the High Court and the provisions of section 26 shall mutatis mutandis apply to such appeals.

## PART VII

### Delivery of Books And Newspapers

#### 34. Copies of Books Printed to be Delivered Gratis to Government:

Notwithstanding any agreement between the printer and publisher of a book, the printer of every book printed or lithographed in the Province shall, within one month of its delivery out of the press, supply, free of expense, four copies of every such book, together with all maps, prints or other engravings belonging there to, finished and coloured in the same manner as the best copies of the book, to such officer and at such place as the Government may by notification appoint.

#### 35. Receipts of Copies Delivered Under Section 34:

The officer to whom copies of a book are delivered under section 34 shall give to the printer a receipt in writing thereof.

#### 36. Copies of Newspaper Printed in the Province to be Delivered Gratis to Government:-

The printer of every newspaper shall deliver at such place and to such officer as the Government may, by notification, direct, free of cost, four copies of each issue of such newspaper as soon as it is published.

## PART VIII

### Registration of Books

#### 37. Registration of Memorandum of Books:-

There shall be kept at such office, and by such, officer, as the Government may appoint a book to be called a catalogue of Books wherein shall be registered, as soon as may be after the delivery of every book in pursuance of the provisions of section 34, a memorandum shall, so far as may be practicable, contain the following particulars, that is say:-

- 1) The title of the book and the contents of the title page, with a translation into English of such title and contents, when the same are not in the English language.
- 2) The language in which the book is written.
- 3) The name of the author, translator, or editor of the book or any part thereof,



- 4) The subject,
  - 5) The place of printing and the place of publication,
  - 6) The name of the printer, and the name of the publisher,
  - 7) The date of issue from the press or publication,
  - 8) The number of sheets, leaves or pages,
  - 9) The first, second or other number of the edition,
  - 10) The number of copies of which the edition consists,
  - 11) Whether the book is printed or lithographed,
  - 12) The price at which the book is sold to the public, and
  - 13) The name and residence of the proprietor of the copy-right or of any portion of such copy-right.
38. Publication of the memorandum of books:

The memorandum registered during each quarter in the said Catalogue of Books shall be published in the official Gazette as soon as may be after the end of such quarter.

### PART IX

#### Penalties For Offences Under Foregoing Provisions

##### 39. Penalties for contravention of section 3:-

Whoever prints or publisher any book or paper in contravention of the provisions of section 3 shall be punishable with fine not exceeding twenty thousand rupees, or with single imprisonment for a term not exceeding six months, or with both.

##### 40. Penalty for Keeping Printing Press Without Making Declaration Required by Section 4:-

Whoever keeps in his possession any printing-press without making a declaration as is required by section 4 shall be punishable with fine not exceeding twenty thousand rupees, or with imprisonment for a term not exceeding six months, or with both.

##### 41. Punishment for Making False Statement:-

Any person who shall, in making declaration under this Ordinance, makes a statement which is false and which he

either knows or believes to be false, or does not believe to be true, shall be punishable with fine not exceeding twenty thousand rupees and with imprisonment for a term not exceeding six months.

##### 42. Penalty for Printing or Publishing Newspaper in Contravention of the Provisions of this Ordinance:

Whoever edits, prints or publishes any newspapers in contravention of the provisions of this Ordinance, or whoever edits, prints or causes to be printed or published, any newspaper, knowing that the said provisions have not been observed with respect to that newspaper, shall be punishable with fine not exceeding twenty thousand rupees, or with imprisonment for a term not exceeding six months, or with both.

##### 43. Penalty for Contravention of Section 22, Section 24, Section 25 etc:-

1) Whoever convenes any of the provisions of section 22, section 24 or section 25 or by rules, orders or directions made or issued there under, or fails to perform any duty imposed thereby, shall be punishable with imprisonment for term not exceeding one year, or with fine not exceeding thirty thousand rupees, or with both.

2) No Court inferior to that of Magistrate of the first class shall take cognizance of or try an offence punishable under sub-section (1), not shall any court take cognizance of, or try any such offence except on a complaint made in writing by the Government or by an officer authorised in this behalf by the Government.

##### 44. Penalty for Disseminating Unauthorised News-sheets and Newspapers:-

1) Whoever makes, prints or otherwise produces, sells, distributes, publishes or publicity exhibits or keeps for sale, distributorship or publication, any unauthorised news-sheet or unauthorised newspaper shall be punishable with imprisonment for a term not exceeding six months, or with fine, with both.

2) Notwithstanding anything contained in the code of Criminal Procedure, 1898 (Act V of 1898), any offence punishable under sub-section (1), and any abetment of any such offence, shall be cognizable.

**45. Penalty for not Delivering Books:-**

If any printer of any such book as is referred to in section 34 neglects to deliver copies of the same in pursuance of that section he shall, on the complaint of the officer to whom the copies should have been delivered or of any person authorised by the officer in this behalf, be punishable with fine which may extend to five hundred rupees for each such default and, in addition to such fine, shall pay to the Government such further sum as the Magistrate may determine to be the value of the copies which the printer ought to have delivered.

**46. Penalty for Failure to Supply Copies of Newspapers Gratis to Government:-**

If any printer of any newspaper published in the Province neglects to deliver copies of the same in compliance with section 36, he shall, on the complaint of the officer to whom the copies should have been delivered or of any person authorised by that officer in this behalf, be punishable with fine which may extend to five hundred rupees for each such default.

**47. Recovery of Forfeitures and Disposal Thereof and of Fines:-**

Any sum payable to the Government under section 45 may be recovered, under the warrant of the Magistrate determining the sum or of his successor in office, in the manner authorised by the Code of Criminal Procedure, 1898 (Act V of 1898), and within the period prescribed by the Pakistan Penal code (Act XIV of 1860), for the levy of fine.

**PART X****Miscellaneous****48. Appointment of Officers:-**

The Government may appoint an officer or officers to carry out the purposes of this Ordinance and such officer or officers shall have such duties and powers in respect of the regulation of matters pertaining to printing-presses, books and papers, printers and publishers as the Government may assign.

**49. Service of Notices:-**

Every notice under this Ordinance shall be sent to a Magistrate who shall cause it to be served in the manner

provided for the service of summons under the Code of Criminal Procedure, 1898 (Act V of 1898),

Provided that, if service in such manner cannot, by the exercise of due diligence, be effected the serving officer shall, where the notice is directed to the keeper of a press, affix a copy thereof to some conspicuous part of the place where the press is situated, as described in the keeper's declaration under section 4, and where the notice is directed to the publisher of a newspaper to some conspicuous part of the premises where the publication of such newspaper is conducted, as given in the publisher's declaration under section 7, and thereupon the notice shall be deemed to have been duly served.

**50. Conduct of Searches:-**

Every warrant issued under this Ordinance shall, so far as it relates to a search, be executed in the manner provided for the execution of search warrants under the Code of Criminal Procedure, 1898 (Act V of 1898).

**51. Operation of the Laws not Barred :-**

Nothing contained in this Ordinance shall be deemed to prevent any person from being prosecuted under any other law for any act or omission which constitutes an offence under this Ordinance.

**52. Power to Exempt from the Provisions of this Ordinance:-**

The Government may, by notification in the official Gazette, exempt any book or paper or any class of books or papers from the operation of all or any of the provisions of this Ordinance.

**53. Delegation of Powers:-**

The Government may, by notification in the official Gazette, direct that any power conferred upon it by or under this Ordinance shall be exercisable also by such officer or authority and subject to such conditions, if any as may be Specified in the notification.

**54. Power to make rules:-**

The Government may, by notification in the official Gazette, make rules for carrying out the purposes of this Ordinance.

**55. Repeal:-**

The West Pakistan Press and Publications Ordinance, 1963 (W.P. Ordinance No. of x x x of 1963) is hereby repealed.

**56. Savings:-**

- 1) Notwithstanding the repeal of the West Pakistan Press and Publication Ordinance, 1963 (W.P. Ordinance No. xxx of 1963), herein after referred to as the said ordinance, every declaration made, subscribed or shall be deemed to have been made, subscribed or authenticated under this ordinance.
- 2) Anything done, action taken, rule made or notice issued under the said ordinance shall, so far as it is not inconsistent with the provisions of this ordinance remain in force and be deemed to have been done, taken, made or issued under this ordinance.
- 3) Notwithstanding anything continued in sub-section (2), any notice to deposit security under the provisions of the said ordinance shall stand vacated, and any security deposit made under the said Ordinance shall be liable to be refunded to the depositor of such security upon the commencement of this Ordinance

**9. BROADCASTING LAWS**

The area of mass communication cannot be let absolutely free. If an absolute freedom of expression is granted, it would result in more distortion of society and not for its welfare.

At the same time the weapon of freedom of expression while affecting masses can also work against the government, more so realized by the colonial powers in whose times most areas of mass communication developed, electronic media and broadcast not with standing.

In all respects, it was deemed appropriate that any media, which takes message to masses be brought under a system of check and balances so that it should not be exploited to have the society. In very early days of mass communication, when only print media was addressing through which a permission (licence) has to be obtained to indulge in any such venture from a suitable authority, and regularly appear before

the authority in case of complaints of misuse, if any manner of the permission granted to contact the masses.

Here the history of laws of broadcast media are mentioned.

**1. Broadcast media:**

- a. Pakistan Broadcasting corporation Ordinance, 1972. (ordinance LXVI of 1972). This Ordinance established the Pakistan Broadcasting corporation
- b. Pakistan Broadcasting corporation Act, 1973 (Act XXXII of 1977). This act repeated the Pakistan Broadcasting corporation Ordinance, 1972 and established the Pakistan Broadcasting Corporation. This corporation was established to improve the general quality of programmes and ensure speedy implementation of projects.

**2. Motion Pictures:**

- a. The cinematograph Act, 1918 (Act No.II of 1918).

An Act to make provision for regulating exhibition by means of cinematographs A "cinematograph" was defined by include, "any apparatus for representation of moving pictures or "series of pictures". By this Act a system of licensing was introduced which was issued under the authority of Provincial Government by District Magistrates.

This law has been repeated by the motion picture Ordinance, 1978.

- b. Censorship of films Act, 1963 (Act XVIII of 1963). An act to provide for the censorship of cinematograph films and for the decertification of certified films on certain grounds.

This law has been repeated by the motion pictures ordinance, 1979.

- c. Code for censorship of films, 1980. This censor code was prescribed by the Federal Government and prescribed the principles by which film censorship shall be guided." The code set out in detail certain

curbs which have to be imposed on the exercise of the freedom of expression in the interest of the majority of cinema audience the stipulated curbs covered the following heading.

- i. Security, law and order.
- ii. International Relation.
- iii. Religion.
- iv. Immorality and Obscenity
- v. Nudity.
- vi. Dances
- vii. Crime
- viii. National sentiments
- ix. Titles
- x. Bestiality
- xi. Plagiarism

### 3. Telecommunication:

- a. The Telegraph Act, 1885 (Act XII of 1885). An act providing for matters pertaining to telegraph. The definition of "telegraph" in the Act means "any apparatus, equipment, or plant used to transmitting emitting, making or receiving signs, single, writing speech, sound or intelligence of any nature by more, radio or visual or dectromagnatic system". By virtue of the Act the Government was given exclusive privilege in respect of telegraphs and power to grant licenses.
- b. The Wireless Telegraphy Act, 1933 (Act XVII of 1933).

This Act was enacted to regulate the possession of wireless telegraphy apparatus "wireless telegraphy apparatus" includes "any apparatus, appliance, instrument or material used or capable of use in wireless communication".

This act made it mandatory for person wishing to possess wireless telegraphy apparatus to obtain prior permission of the Government.

### 4. Television:

- a. Memorandum of Pakistan television corporation.
- b. Memorandum of Shalimar. Recording Company.

There is no law specifically enacted to establish the PTC, which was incorporated as a joint stock company in 1967 and then upon the Promulgation of the companies Ordinance in 1984.

- c. The television receiving apparatus (Possession and licencing) Rules, 1970.

### 5. Electronic Media:

- a. The Electronic Media Regulatory Authority Ordinance. (Ordinance No.XXXV of 1997 is to regulate electronic media in Pakistan).

This ordinance specifically excludes being applied to nation, Government controlled broadcast organizations such as PTV and PBC.

- b. PEMRA

PEMRA was established on March 1<sup>st</sup> 2002 through an ordinance to induct and facilitate the private sector in to the field of electronic media.

PEMRA, the regulator for electronic media in Pakistan, has been made responsible for formulating technical standard and scrutinizing technical feasibility for broadcasting services including

- a. Radio
- b. Television
- c. Satellite broadcasting
- d. Cable Television
- e. Multi-channel multi-point distribution services (MMDS) and
- f. Local-point distribution services (LMDS).

According to PEMRA Ordinance 2002, the Authority has been mandated to

- a. Improve the standards of information, education and entertainment.
- b. Enlarge the choice available to the people of Pakistan in the media.
- c. Facilitate the devolution of responsibility and power to the grassroots by improving the access of the people to mass media at the local and community level.
- d. Ensure accountability, transparency, and good governance by optimizing the free flow of information.

PEMRA has been formed to provide project management guidelines and action plans to the private sector interested in establishing radio, television and cable TV stations in the country.

The Authority has been empowered to issue licenses for broadcast and CTV station in the following categories.

- i. International scale stations.
- ii. National scale stations.
- iii. Provincial scale stations.
- iv. Local Area or community based stations.
- v. Specific and specialized subject station.
- vi. Cable television network stations.

PEMRA, initially was placed under the direct control of the Ministry of Information and Broadcasting raising serious concern whether this would allow it to function as a neutral regulator or it would become another means for the Ministry of information to safeguard the interest of the state owned PTV and PBC. However, later, the authority in terms of its administrative hierarchy was placed under the Establishment division, the PTV and the PBC, however, continue to be outside the regulatory jurisdictions of the PEMRA.

## 10. FREEDOM OF INFORMATION

- a. **Freedom of Information Ordinance, 1997 (Ordinance No.XV of 1997).**

An Ordinance to provide for access by citizens to the public record.

This ordinance enabled citizens to obtain a wide range of documents constituting the record of all public offices including policy statements, contracts and paper relating to transactions, licences, agreements and official orders given on various subjects. At the same time it excludes certain types of record of banking companies, material relating to the personal privacy of an individuals, etc. The law provides for a simple, and easy procedure to obtain such documentation and also contains a provision for an appeal.

The law enables Government to categorize documents as being "classified" and thereby refuse access to such documentation.

Nevertheless this law opens up the public record for the first time to citizens and represents a significant advancement in the direction of transparency and good governance.

- b. **Freedom of Information Ordinance, 2002:**

The freedom of information ordinance improved in 2002 contains some positive features acknowledging citizens right to know. However, the 21<sup>st</sup> Century day time frame for the release of information and inclusion of courts and tribunals, among those require disclosing information mar its true spirit. Large amounts of information are also not subject to disclosure under the ordinance largely undermining the public's right to know. Instead of applying to all records held by public bodies, the ordinance provides a restrictive list of public records subject to disclosure.



## CHAPTER-8

GOVERNMENT MEDIA RELATIONS✓ 1. GOVERNMENT MEDIA AND SOCIAL RESPONSIBILITY

What is the distinction between "news" and "truth". "The function of news is to signalize an event; and function of truth is to bring to light the hidden facts, to set them into relation with each other and make a picture a reality on which men can act". It is because of the fact that news-reporting and truth-seeking have different ultimate purposes. Walter Lippmann further postulated that "news" could be expected to coincide with truth in only a few limited areas such as the scores of baseball games or elections where the results are definite and measurable. Lippmann concluded pessimistically that if the public required a more truthful presentation - interpretation - of the world they lived in, they would have to depend on institutions other than the press.

We can rightly conclude that the press has been falling short in the pursuit of truth, and somewhat remiss in other fields as well as in the matter of social responsibility. Social responsibility is an omnibus term that covers a wide range of activities. According to highly placed critics of press have asserted positively that a survey of the various professions including the mass media would reveal that their social relevance is not high. Responsibility and relevance are two different concepts, but are deeply intertwined. Social relevance of a society can be deemed to be high, as indeed that of any profession, when its economic, social and political ideologies and instruments are oriented to meet the essential needs of the masses. One would presume that when the profession

becomes socially relevant in a conscious and organized manner, it fulfills its responsibility. Everybody would agree that the communications media are important instruments to involve the masses towards achieving national aspirations. Next, perhaps, to politics, the mass media is the most potent instrument of a society for economic and social transformation. The experts assert that the way professions and institutions are now structured, organized and compensated, has resulted in low social relevance.

It has been stated lamentably that the basic facts about the mass media are deplorable, as the number of total newspapers as compared to the population falls much below the standard and opinions of the experts. As much as the newsprint used by all our leading newspapers, is consumed singly by a daily newspaper in the United States. Now the question arises what do Pakistan newspapers publish? What is the nature of contents in Pakistan newspapers? It has been found that the space devoted to development came to the magnificent figure of six per cent of total editorial space and that included editorial comments and reports of parliamentary debates, besides news items and features on agriculture, animal husbandry, irrigation, industry (rural and urban), power transport, education, health, family planning, women's and children's welfare and other aspects of social change. Generally, on the average, the leading newspapers devoted only 9.05 per cent of space to "social issues" which again, included health, education, employment, crime, law and order, corruption (excluding the political variety), poverty and welfare, caste, religion, marriage and dowry, language, prohibition, housing, strikes and agitations.

From its study and examination, we gather information about our press and its predilections. We can conclude that it does not care very much for developmental activities and the need for social relevance. That it does not understand the importance of its own role in social development. That its values are distorted and its conscience dormant, or worse, that it has no conscience worth the name. From the above study and examination, our conclusions and observations can be outlined.

1. That our national papers are predominantly urban-centred and what is worse, urban-oriented.
2. Secondly that they are obsessed with politics, whether Pakistan or foreign.
3. Thirdly, that developmental journalism still remains unattractive to a large number of editors journalists.
4. That editors are indifferent to the welfare of masses because of the vast gulf separating them.

Present Situation: We have examined the present situation and have deduced relevant conclusions and observations as outlined above. Its reasons can be ascribed that their editors and owners took a leading part in the struggle for independence and cannot tear themselves away from the peculiar fascination that the struggle for power has cast on them in the intervening decades. Another reason, one may presume, lies in the fact that a second generation of newsmen, trained in the humanities, social sciences and other sciences have yet to get hold of the levers of editorial power. The older generation still - to a large extent hold the key to the gate. It is this generation that still dictates what should go into each edition and what should not. This brings us to that new vogue word in communication vocabulary -- the "gatekeeper problem."

Gatekeepers, as we all know are the ones who regulate the traffic in and out of any sanctora. And one thing that is certain about gatekeepers is that they are certain about themselves. And while certitude is no test of certainty, the certitude of our newspaper gatekeepers - the news editors -- is such that there is apparently no appeal beyond them. What they say is news becomes news. Whereas sciences grows by its disprovability and law by discarding the precedent, but in journalism, the professionals are wrapped up in their own self-opinion and are not asking hard questions on what that people really want, and what aspects of knowledge will enhance their capacity for judgment. It is the gatekeeper's obsession with politics in Pakistan and his desire to favour or fight certain political parties, groups and personalities, that have made him neglect the compulsions and implications of social forces.

But a gatekeeper has his own peculiar bent of mind to answer to the relevant situation. The gatekeeper gives to his urban reader what he thinks the readers wants, having been conditioned to get a certain type of news and a certain type of newspaper, the reader merely asks for more of the same. The one merely augment the argument of other. Once the reader is accustomed to a particular fixture, he, too, ceases to demand change. So politics continues to be the staple of most newspapers and weeklies. And editors, conscious that their jobs depend on rising circulation, increasingly get timid and tend to look over their shoulders at circulation managers and advertisement executives. The circle is complete. If a paper tried to get off the beaten path but quickly reverted to journalistic normalcy. What is the criteria that the gatekeepers are moved by knowledge, reason or public opinion in opting for the known rather than experimenting with the unknown? Again and importantly, is public opinion necessarily a safe guide? It is a well-known axiom that there is always a conflict between the popular and the salutary, and the popular wins over the salutary. Most editors prefer to play safe. Non-conformism becomes a habit when editors have nothing to lose. Today's editor evidently is made of less stern stuff. There seems no one who was to make the rulers know about the aspirations and the agonies of the ruled and to make the ruled feel more fearless. It would, however, be unrealistic to expect that in any conflict between the popular and the salutary, the latter should necessarily win. There is always a hiatus between the ideal and the possible and while one should aim at the ideal, it is unrealistic to believe that it can ever be attained, except in an authoritarian society where the needs of the regime more than the profit motive reign supreme. In an authoritarian society, the newspapers are more often responsive to the needs of the government.

**Government and Press:** Let us now examine the role of government vis-a-vis the press. We are fully aware of the fact that the press depends on the government for purchase of news print. It cannot do so on its own. Smaller newspapers also depend largely on the government for advertisements and this source of income can be turned off or on at the discretion of those in power. This leases editors of small newspapers little leverage to fight the Establishment. Even the import of

printing and composing machinery has to be processed by Government department. In the circumstances, the government in effect already plays a role in the efficient functioning of newspapers in the land. The publisher will at all stages be dependent on government goodwill to run his institution. Even without the officialdom and dependence, there will always have to be cross fertilization of ideas between editors and officers. Together they have a responsibility towards the larger public in keeping it reasonably and accurately informed. Officials have the duty to keep newspapers informed of what is going on, newspapers have the further duty to assess the information, process it for accuracy and validity and then publish it. One cannot do without the other. The confrontation arises when officials become chary and newspapers become suspicious. This can be as dangerous, in the end, as when newspapers go to bed with officialdom. Both are situations that are best avoided, the first by mutual respect and understanding between the parties concerned and the other by a healthy appreciation of the newspapers' duties towards their readers.

The sole aim of journalism should be service. The press is a great power, but just as an unchained torrent of water submerges whole countryside and devastates crops, even so an uncontrolled pen serves but to destroy. If the control is from without, it proves more poisonous than want of control. It can be profitable only when exercised within.

**Media:** A further point can be argued. And this is that power lies not in the media but in the idea. The idea gains validity by its own truth, not by the number of people subscribing to it. In the circumstances it is not what the mass of national newspapers say or do not say that really matters as what even one newspaper prints and wins respect by its proven credibility. A newspaper's sense of purpose and integrity, rather than its circulation, would determine its influence, though the two need not be one and are mutually exclusive. A newspaper that does not take itself seriously is not taken seriously by others. There will always be two opinions as to what exactly a newspaper should do, or a government should do by way of compelling newspapers to be socially responsive. However the experts suggest caution against too much governmental interference with mass media.

Because if governmental interference in regard to what should be published by newspaper is counter - productive and if newspapers insist on going their way, what would be result? It may result in suppression of public manifestation of certain things, thereby causing the idea and thought underlying them to spread further. However the central charge against the press is that it wants to exercise power without responsibility, the privilege of the harlot through the ages.

The relationships between the Press and the government has seen many ups and downs. It should be remembered that during the freedom struggle the press functioned as the advance guard of the nationalist forces - forces which were later to take over power once independence became a reality. For a time afterwards the relationship between press and the government was cordial -- even emphoric. All the politicians, the officials and even the editors suffer from the "I-Know-what's Good-For-The-Country" syndrome. The clashes between the government and the press, are mostly in the realm of domestic politics because it is here that power not only is exercised but is seen to be exercised.

Concluding, we can say that there is no way in which reportorial behaviour can be neatly categorised into tight and wrong. In the end it will have to be left to the good sense of the reporter himself. As long as politicians and papers exist and democracy functions in its ineluctable way, correspondents can be expected to work in cahoots with favoured friends in power. That, indeed, can be said to be the name of the game.

## 2. SOCIAL RESPONSIBILITY THEORY (SRT)

- a. Nature: We can define freedom of press as freedom of collecting, transmitting and publishing information. Each society has its own meaning of the word "free Press". Different societies have interpreted the meaning of free press in accordance with their own values and requirements. At the Geneva conference on "Freedom of information" on March 23, 1948, the non-communist countries started from the assumption that freedom of the Press means absence of directives and of concrete tasks and an atmosphere without constraints, in which

the plays of ideas can take place. The communist nations were eager to lay down specific tasks for the Press to "fight fascism" to unmask warmongers and so on, in general to harness the Press rather than to leave it alone.

- b. Categories: Due to various interpretations of free press in various societies, media practitioners divide the world of the Press into five categories, as

- i) Libertarian Press;
- ii) Authoritarian Press;
- iii) Communist Press;
- iv) Islamic press; and
- v) Social Responsibility Theory; even

SRT has different meanings in different societies

Here it is not possible to go into the detail of each Press system, but the conclusion is known to every competent journalist that except an abstract, complete freedom of the press can never be obtained fully. That is the freedom of the Press to criticize, to express opinion, and to publish facts is restricted in the public interest in several ways.

- c. There has been a growing dissatisfaction over the way, the Press functioned. The commission on freedom of the Press set forth the conditions of 20th century Press operations in the United States, directing discussion of the social justification of the media and their adaptation to changing needs of this society. A new concept emerged and Peterson popularized the social responsibility theory (SRT) of the Press. Frank Ruther Mott, wisely points out that freedom, like all concepts, is relative and theoretical. While pointing out that freedom is relative and limited, Mott also quickly observes that there is a limit to the limitation on freedom. Mott points out that in all political structures, except in a democracy, the government is the enemy of the free Press. The relationship of the media and the government, even under democratic conditions, will never achieve a completely harmonious relationship.

- d. Under the libertarian society, freedom was the basic idea, but the (SRT) links freedom with responsibility. There are various interpretations of the sense of responsibility in different systems.
1. In Marxist society, responsibility is attached to serve communist cause which is greater than rights.
  2. In the libertarian society, foremost responsibility is "Right of people". Their exponents maintain that they are socially responsible.
  3. In Islamic society, one is accountable before Almighty Allah.
- e. Goals: In order to realise the goal of responsibility, the commission of freedom of the press suggested some basic requirements of Press performance and ways of improving it. First the Press should present a truthful, comprehensive and intelligent account; secondly it should project a representative picture of the constituent groups in the society, thirdly it must present and classify the goals and values of the society and that it must give readers "full access to the days intelligence."

A free press is free from compulsions. Source may be government or social, external or internal. From compulsions not from pressures; for no press can be free from pressure except in a moribund society, devoid of contending forces and beliefs.

A free press is free for the expression of opinion in all its phases. It is free to combine the goals of Press service with the ideals and requirements of the community. This press necessitates full command over technical sources, financial strength, reasonable access to sources of information at home and abroad.

For the purpose there is a third aspect of freedom. The free Press must be free to all who have something worth saying to the public, since the essential object for which a free Press is valued is that ideas deserving a public hearing shall have a public hearing.

## CHAPTER-9

ADVERTISING1. CONCEPT OF ADVERTISING

- a. Meaning: Literally we mean by "advertising", an action of calling something to the attention of public especially by paid announcement, also, the business of compiling and placing advertisement. It also stands for an act of announcing by any of the techniques of advertisement in the form of newspaper, radio, television, film, handbills etc.
- b. Definition:
- i) Let us examine a lengthy quotation from a former American president Franklin Delano Roosevelt; "If I were starting life over again, I am inclined to think that I would go into the advertising business in preference to almost any other. This is because advertising has come to cover the whole range of human needs and also because it combines real imagination with a deep study of human psychology .... it is essentially a form of education. It is constantly paving new paths".
  - ii) Laskar defined advertising, as it is basically "Salesmanship in print".
  - iii) In 1932, an American journal named "Advertising Age", invited the learned people and experts to a contest, to evolve out a best definition of advertising, acceptable to most of the people. It was definitely intended to pool the resources and knowledge, relating to the subject at that particular time and under



prevalent circumstances. Thousand of entries were received out of which one entry was adjudged the best, which runs; as

"Advertising is the dissemination of information concerning an idea, service or product in order to compel action in accordance with the intentions of the advertisers".

(iv) However a good number of experts and participants did not contribute to the above-said definition, on the grounds of not being comprehensive, besides failing to come up to the demands and exigencies of the times and leaving behind many aspects of advertisement which were fast emerging, one of the dissident judge evolved out a novel definition of advertising by joining, combining and amalgamating the different and best parts of the definitions, submitted by the experts. The said definition worked out, runs as;

"The printed, written, spoken or pictorial representation of a product, of person, service or movement openly sponsored by the advertisers, and at his expense for the purpose of influencing sales use, endorsement or votes.

(v) Again "The American Marketing Association took an initiative to frame a definition on the concept of advertising, in relation to its implicit demands and requirements with a gaze into its future shape, range and possible characteristics. The agreed definition was thus evolved as, advertising meant, "Any paid form of non-personal representation of ideas, goods or services by an identified sponsor". The said committee found that the advertising involved the following media during its process, as;

(i) Magazines and Newspapers.

(ii) Motion pictures

(iii) Out door signs.

(iv) Radio and Television.

(v) Calendars, diaries and other novelties.

c. Criteria of Definition:- From the above-cited definitions of the word, "advertising", we come to the solid conclusions that advertising is a controversial concept, directly espoused to the controversial world of human beings. Moreover it is, too a universally acknowledges that it is the complex of values which underlys and is the cause of the main motive behind the human world. Human attitudes and perceptions are always subject to alterations and changes, and are not stationary or static, other all human progress in culture and civilization would have been negated and nullified due to the process of stagnation and staleness. Human likes and dislikes are always the subject of psychological studies, involving the examination and scrutiny of factors responsible for changes in attitudes and perceptions. In fact, human attitudes and the nature of perceptions always play their pivotal and significant roles in determining the course of different disciplines and social behaviour. In this sense, the subject and the nature of advertising is closely linked with the indispensable process of change as a reflection of man's changing concerns. Viewed in this line of thought, it is simply impossible to pinpoint the definition of advertising in precise manner, covering all its implicit ingredients and basic components. With regard to its inherent dynamism and its adherence and tensility to mould itself with the prevalent demands and changing circumstances and situations. As such "definition changes with the changing market conditions, with changing methods of distribution and with changing means of communications. All other cited definitions have been made by the experts in their own ways, keeping in view the conditions prevailing at that time. That is the reason why different definitions consequently differ from each other immensely, and no definite and comprehensive definition can be devised which could hold good for some considerable period of time. Advertising is singularly unique field and subject which undergoes fast changes; hence its definition can be designed only in view of the prevalent problems and only for a particular period of time.

- d. Analysis of Definitions: In view of the dynamic nature of advertising, and its different definitions by the experts; we can deduce some unanimous points, almost found and considered essential in the said definitions. They can be called the "Characteristics" of the advertising.
- Advertising encompasses an intensive and extensive research techniques. Research relates to the consumer, or it may relate to the product or the service which is intended to be advertised. Besides research which is conducted in order to devise solid means and methods to marketing the products or rendering services in an efficient manner.
  - Advertising essentially takes into consideration of advancing measures intended to make decisions and strategic planning. The strategic planning is to be framed with relevance to the objectives, cost besides the type of message and with particular emphasis on the selection of media.
  - Another important aspect or characteristic of advertising to measure up the various methods in order to arrive at the correct technical decision. The said technical decision has to be taken, keeping in view the budget allocation and timing etc.
  - The fourth and vital characteristic of the advertising is to construct it physically, with special regard to copy-writing and lay-out and product.
  - From the foregoing text, it is amply self-evident and self-explanatory that the art or the science of advertising invariably have the fundamental objectives of taking such steps and measures, necessary to persuade and mobilize the people at regular periods.
  - Advertising unquestioningly serves to be the mouth-piece and a most potent tool of representing the business community or the manufacturers.
  - Advertising may assume any of the prevalent form of representation, as the printed, spoken or pictorial representation of a person, product, service.

- Advertising is characterized with open sponsoring by the advertiser at his own expenses, intended to exert influence on the sales, uses, votes etc.
- Moreover, advertising is considered basically an instrument to push up the selling of goods, goods, services to a certain and particular group or public.
- Advertising can purchase a space in the newspapers, magazines or journals, or it may secure time on payment on the television or radio. Even it can employ some vehicle to transmit and communicate its purported message. However the source of the advertising is not kept in secrecy, nor disguise or hide the identity of the advertiser.

## 2. HISTORICAL PERSPECTIVE OF ADVERTISING

It will be an interesting and educationally valued study and examination to have brief glance into the historical perspective of the advertising from ancient to modern period.

- Factually advertising and business and trade have been going hand in hand from ancient times. Wherein the primitive type of business and trade and its limited and confined to local-activities and facilities, determined the type and nature of advertising. Advertising was present and coincided even with the initial stages of economic development.
- In the very stages of the civilization of human beings the development and progress was mainly conducted through inter-personal communication. Speech was the primary and most vital vehicle for the transmission of thoughts, in which process of dependence on others played pivotal role in the growth and development of communication in the day-to-day needs of life. In the days of self-sufficiency, no major process of communication was involved. In economic terms, self-sufficiency was over and dependence and cooperation with others to run the affairs of the society were established properly and on an increasing scale. With the incessant increase in man's demands, dependence

on others grew-correspondingly for fulfillment on mutual exchange basis.

- c. In the very initial stages of human society, process of development gave rise to the growing knowledge and *experience, not only in verbal expression but also in the form of recording and in the early forms of pictorial and sculptural expression.* Animal drawings on cave walls in several parts of the world including India, stone figures were undoubtedly the early forms of expression of thoughts and ideas, followed by sign writings. Some of these examples are the rock writings of Egyptians besides in the countries of Latin America, and in the excavations from Harrapa and Moenjodaro. All these expressions bear witness to the history of communications of human beings.
- d. Even we can invariably trace the origin of advertising in the institution of public crier, which was the direct result of the myths and legends found in all races and cultures of the world. All those colourful tales connected with the myths and legends were told by the professional story tellers and were listened to by the people in deep interest.
- e. Besides the institution of Public Crier, grew the powerful tradition and custom of paddling around the area, side by side the announcement on the beat of the drum. Both methods of early and primitive forms of advertising are still found in some areas of Indo-Pakistan sub-continent. These can be said to be the forms of "Early Advertising" including the mural inscriptions used by the trade in the days before printing was invented. With the evolution and development of words with their definite sense and meaning, the whole concept and process of publicity and advertising underwent drastic changes. Soon the printing machinery was invented, with the wooden blocks in 6th century and movable type in 15th century. Printing presses paved the way to the dissemination of knowledge, formerly confined and limited to a small elite or privilege class. Similarly the art or the science of advertising was practised as a

minor means of selling goods and was basically confined to personal sale and display of merchandise rather it co-existed with the buying and selling.

- f. With the advent of printing devices, it was possible to disseminate knowledge and education among the general masses, besides the powerful vehicles and instruments of teaching masses the current trends and ideas. The early forms of advertising, i.e., the beating of drum and the public crier submitted to the more complex and complicated form of advertising, and grew into an art spreading information for commercial purposes. It gave rise to the production of advertisements in large quantities for distribution, as witnessed in the printed forms of "handbills or a poster" in 1477, by William Caxton. Besides handbills, the printing press assisted largely in the growth of mass media in the form of newspapers, magazines and books. They formed the institutionalized forms of advertising agencies, which served as media to early messages of sellers to potential buyers. Today, advertising has become the most potent instrument in promoting the sales or marketing of some merchandise, service or idea.

### 3. IMPORTANCE OF ADVERTISING

The word "advertising" has been derived from the Latin word "advertere" which means "to turn the mind to", or "to divert the attention to something". In fact in its broad sense, advertising does divert the attention of the public to a product a service or an idea. It has been examined that from the early history of communication to the present form of sophisticated art of advertising, the underlying urge has been to communicate properly and to promote business. Its urge has ever been inherent in human nature, and especially the businessmen ever felt the necessity to launch some measures and introduce some methods to promote the sale of their merchandise. However, the advertising is not necessarily confined to the mere expansion in business and trade, but is also related to rendering some service or an idea. As such, the institution of advertising is as old as human institutions of business and trade, though the form may vary. The

advertising is applicable to both the minor and major institution. It existed in one form or the other since times immemorial, and as witnessed and proved from the annals of world history. Today advertising has become a complex process and procedure with numerous problems relating to national and even to international trades. Hence it necessitates that advertising campaigns have to be launched on scientific lines. Before the evolution and growth of newspapers and magazines, the only media available were sign-boards and town criers. According to Sampson, "signs over shops and stalls seen naturally to have been the first effort in the direction of advertisement and they go back to the remote portions of the world's history", whose principal function was to identify a merchant's place of business.

Today, advertising has assumed new dimensions in the trade and business world, besides for its pervasiveness and effectiveness. Its tremendous importance is closely linked with the modern concept of mass production, which is so commonly and popularly held and practised. It has been rightly asserted that without effective advertising, mass production is simply impossible. It is through the effective means of advertising that the message is effectively carried throughout the remote corners of the world, and thus win a good market for the particular merchandise. Today advertising is justifiably considered the most importance selling media, on international scale, advertising renders its services as the most proficient ambassadors to carry its message to their clientele, being the most cheapest means. Recently, advertising has assumed new meaning and importance as a delicate art, with reference to the introduction of scientific methods of industrial development as well as the growing and fast expanding commerce. As a delicate art, advertising now employs every modern channel of mass communication as well as the modern techniques for effective communication and propaganda. These are used in order to influence and mould the attitude and behaviour of the purchases.

As an art, advertising comprises of several components, and ingredients, as, the knowledge of the product, its presentation to a groups of the public effectively, and then wisely coinciding the presentation with the purchasing power available. Another factor of economic competition is growing

immensely in the industrial and commercial fields, which has accelerated the tempo of publicity and advertising nationally as well as internationally. In the under developed economies like Pakistan, advertising is gaining further momentum due to the fast-changing pattern of economy. The emphasis is being laid on want economy rather than on need economy in other words, our socio-economic pattern is aimed at spending on comforts and luxuries of life. Need economy is fast yielding to the want economy and people are now more interested in making their lives comfortable than on mere physical existence and physical requirements. Thus our new socio-economic attitude is fast contributing significantly towards the ever-increasing field of advertising. In this view, we can assert that it is in the field of comforts and luxury goods, that advertising is most operative and playing its pivotal role; whereas the necessities of life and commodities needs no advertising.

#### 4. ROLE OF ADVERTISING

The advertising profession has made innumerable advances since four to five decades. The technological revolution in recent years has left a tremendous impact in the business world. The inroads to better, faster, and more efficient communication has made the world a smaller place to live in. Technological development of the sciences has helped in the advancement of various professional fields, among which, the advertising business has grown rapidly over the years and is practiced worldwide in one form or another.

The emphasis placed on advertising in individual countries depends on the level of development and the national attitude towards promotion. Generally in countries where personal income is high the levels of advertising expenditure are also high. Moreover advertising expenditure have known to rise faster than income level. A lack of economic development in a country stifles the growth of various markets and in turn reduces the need to advertised Normally, as product lines and markets expand, distribution techniques become more complex increasing personal selling costs, which then allows the business community to open its doors to advertising, as it is economically more profitable.

As advertising is the most visible activity of business it is subjected to wide criticism not only for the role it plays in selling products but also for the way it influences our society. Critics charge that at it is worst advertising is downright untruthful and, at best it presents only positive information about products. Others charge that advertising manipulates people psychologically to buy things they cannot afford, by promising greater sex appeal, improved social status or other unrealistic expectations.

A major purpose of advertising is to communicate its sponsors' message using the most cost effective medium, to change consumer attitude and behaviour. The medium that carries the advertiser's message is the third link in the communication chain, it is the vital connection between the company that manufacture a product and the customer who wishes to buy.

The Broadcast, print, direct mail and outdoor media have been the most widely and commonly used media all over the world. An increasing variety of new often untried media are being explored even day. Cinema advertising which has been a long time favourite in Europe and Asia, has only recently begun to appear between movies in theaters in U.S.A. Automatic telephone-dealing devices with recorded messages are yet another new direct advertising medium.

With the advent of satellites, global communication has been made possible, which creates an overspill of the advertising message. This happens when foreign media aimed at a local national population is inadvertently received by a substantial portion of the population of a neighbouring country e.g. Dubai, Oman and India television station received in Pakistan.

Television has grown faster than any other advertising medium in history. From its beginnings after World War II it has emerged as the medium that attracts the largest volume of national advertising expenditure totaling 20 crore rupees in Pakistan, out of a total of 45 crores annually. Television therefore is a mass medium for mass consumption products. Despite the high initial outlays for advertising television's equally high audience bring the per exposure cost for each commercial down to a comparatively low level.

The first responsibility of advertising is to aid its sponsors by informing, persuading and reminding the sponsor's customers and prospect, sponsors have found that advertising is most effective when it reflects the society in which it exists.

To be successful, advertising people must understand the complexity of human behaviour and the variety of influences on behaviour.

Advertising is generally described as openly sponsored and paid for media communications between sellers and buyers. Like Public Relations, the purpose of advertising is to affect public opinion which is accomplished through the open attempt to sell the company's product or services. Public Relations activities are not openly sponsored or paid for. They appear through news article, editorial interviews or feature stories. To achieve the greatest effectiveness, advertising and public relations efforts should be closely coordinated.

## 5. FUNCTIONS OR PURPOSE OF ADVERTISING

- a. **Purpose:** The inherent purpose of the advertising is to disseminate information in an effective manner for commercial purposes. Advertising is in fact a complete process which aims at spreading information, by means of selected means or media, or order to draw the attention of the customers towards the utility and usefulness of some products, goods, article or a type of service as well as an idea. As to the elaborate study of the purpose of advertising, we can analyse as;
  - ✓ i) The purpose of the advertising is basically to market successfully a new product, or to launch marketing or sells promotional activities in order to boost up the sales and marketing of a product already existing, and to extend the marketing opportunities and to explore new avenues for the established product.
  - ✓ ii) Another primary purpose of advertising is to give a proper name to the product or service, sponsored by the business house. It can be accomplished either branding an article by trade name or trade mark. It is in fact intended to give identification meant to the customers and the industrial or commercial establishment. It is a



sort of commercial relationing the product or service being the central instrument between the ultimate customers and the industrial enterprise or the commercial establishment.

✓ iii) Yet another equally important purpose of advertising is to introduce the people or the customers to the standard products by giving standard specifications. It is intended to educate the people, and convince the people on sure and sound grounds, besides the competing the other sub-standard products available in the market, of the same category.

✓ iv) Corollary to the number three purpose of advertising, is to establish standard and quality of the marketable product, besides ensuring and guaranteeing the reasonable price of the product.

✓ v) Advertising of the product or the service is also primarily introduced in order to increase the demand in a steady but sure manner by creating good-will and time-honoured prestige. This policy leads to the path of mass production and reduction in the production expenses.

✓ vi) Advertising is yet another form of investment in the production process of an article. The expenses of advertising is a sort of invisible and intangible form of investment, reckoned invariably in creating good-will. Without effective advertising and its incurring expenses, it will be just impossible to approach the customers, or to create a feasible atmosphere for the customers to think seriously the necessity of purchasing the goods.

✓ vii) Advertising is not the mere industrial or commercial activity, rather it extends its range of activity to the socio-economic fabric of the society concerned. It aims at the betterment of the standard of living, by inculcating sound, healthy, new and better habits and to utilize the more sophisticated products and to adopted the modern ways of living.

✓ viii) Advertising aims at rendering true services to the society, by managing the saving of labour and

introducing really comfortable goods as well as luxury goods, and creating true and new pleasures of life. Advertising aims at turning the want necessities into need necessities of life.

✓ ix) Today advertising takes into account the use of effective means of communication in consistence with the psychology of the target audience of a product, service or idea.

x) Modern advertising is an open field, wherein new techniques and propaganda devices are being sought after, and research is being conducted to determine better and improved devices for an effective campaign of advertising on true basis. The modern age is rightly called the age of advertising in the field of business, commerce and trade.

b. Functions: The basic function of the advertising is to arrange and manage such feasible steps and measures as to facilitate the sale and marketing of a particular commodity or a type of service or goods. It may include such efforts taken to persuade the customers to purchase a particular commodity. However, there is a controversy on the nature of methods to accomplish the basic functions of the advertising. Two opinions arise as to how this function is to be conducted.

i) To some advertisers, means or methods are immaterial and the only thing to be considered is the net result, from pure commercial point of view. As such, it is most likely that they may resort to unfair means and launch advertising based on distortion and untruth, by imparting false facts and figures, incorrect information regarding the commodity. They base their advertising, planning campaigns on false testimonials and thus immorally mislead the customers. Thus they make use of the trust and belief of the customers in unethical manner. They may succeed in their nefarious designs for some time, but truth will come out and smash their business once for all. Such practices cannot be possibly justified on moral grounds or universally acclaimed and practised principles of business; which will ultimately boomrang to the manufacturers. These

unethical practices and activities will ultimately prove disastrous to the interest of such manufacturers and their commodities. Their good-will and prestige will fall to pieces and will definitely create hatred in the minds of the consumers, and against the commodity so advertised.

- ii) Against the unethical practices, it becomes incumbent on the advertisers, to launch their campaign on modern, psychological and scientific lines, so as to achieve their objectives and to have a lasting effect. The psychological and scientific approach to the advertising should be based on factual studies in the habits and attitudes and behaviour of the customers vis-a-vis the qualities and characteristics of the goods or commodities. The criteria of the whole and collective study to interpret the want-satisfying qualities of the commodities in close relation to the requirements of the customers, and above all to persuade the customers to respond in favour of their commodities. It is the most basic and vital job of the advertising to make proper adjustment between the studies of marketing a certain commodity and the studies related to the prospective clientele, thus forming a communication link between the commercial or industrial enterprise and the prospective consumers. This is undoubtedly the most important part of the role and nature of advertising, which warrants certain requisites for its successful operation, as the study of the habits and requirements of the customers, their allied difficulties and problems with the manufacturing process of the commodities under study and examination.
- iii) Another primary function of the advertising, that the message intended to be transmitted to the consumers should be framed so as to be easily intelligible and understood by the people to whom it is directed.
- iv) The advertising materials, in any prevalent, should be comprehensive especially comprising of information about the commodity, its benefits, uses and allied information, which the customer requires to know about the commodity. It rather serves as a

communication link, and as a specialized intermediary between the two ends of manufacturers and the clientele.

- v) Advertising should be mobilized and motivated, so as to gear up the effective approach to selling, a basic tenet of advertising before actual and physical selling. In this sense, advertising activity entails both interpretative and communicative functions, necessary for its successful operation.

As a gist, advertising includes the dissemination of vital information about the goods, article or the commodity or the services, offered to be marketed; besides special emphasis on the deep understanding of people their standard, needs and wants and interests. This process also involves a close study of their level of understanding, educational standards, their financial status as well as their social environment. Without proper studies and management of the above cited functions of advertising, the basic function is most improbable to be effectively executed.

- vi) From the foregoing discussion on the purpose and functions of the advertising, we come to the solid conclusion to the "Fundamental Factor in Advertising" The fundamental factor in advertising is the closely studied and examined facts and figures regarding the knowledge of life-style, social and cultural habits, exact nature of requirements, and the economic set-up- side by side the financial status of a target audience. It is the most fundamental factor in the field of advertising, and is most essential and useful before the advertising campaign is taken into hand. As the phenomena of advertising is a long-term policy, it warrants certain requisites as a careful market research, study and examination of the existing and potential markets, the study of the existence of presence of competitive goods in the market etc. A good and planned advertising takes into consideration all the above facts and figures, before giving it a concrete form of policy and campaign.
- vii) Another important conclusion is the "Essentials for Effective Advertising". Advertising is rather a

commercial-oriented communication, warrants the employment of all those techniques which application to communication in other national and international fields. As such, the first essential should be the owning of communication techniques, equally useful in the field of advertising. The second essential in the effective advertising is the properly designed, and framed message which should reach the target under all circumstances. The message should be not only attractive in appearance, also it should be consistent in frame of reference of the target audience, in order to be effective. The third essential is that the message intended to be transmitted should the personality needs of the target audience. The fourth essential for effective advertising is the employment and utilization of propaganda technique of testimonial or transfer. This techniques is widely in the field of modern advertising.

## 6. CLASSIFICATION OF ADVERTISING (TYPES)

The types of advertising can be classified from several aspects, as: display point of view, geographical point of view, and from products or commodities point of view.

- ✓ a. Displayed Advertisement: Advertisements can be classified into displayed advertisement and classified advertisement, from display point of view. The fundamental purpose underlying the display advertisement is to absorb the attention of the readers or customers who habitually and generally are apathetic and indifferent. In the display frame of advertisement with bold letters and words, it immediately catches the eyes and attention of almost all the reader.

Display advertisement is usually an emblem of the professional skill and technical qualifications. The second characteristic of display advertisement is that it is usually drafted by experts based on catchy words. The display advertisement is usually larger than the other types of advertisement and is displayed in a prominent place, in order to catch the eyes of the readers. The advertisers who are interested in the display

advertisements, are entitled to a selection in any page of the newspapers or magazines or journals etc. They have a privilege of selection because they are required to pay much higher rates than the classified advertisements, i.e., on additional rates. The newspapers take undue advantage of the advertisers weakness for prominent place. Exorbitant charges are levied on the display advertisement even upto hundred percent extra.

✓ b. Classified Advertisements: This type of category of advertisement is as a matter of fact ordinarily placed in brief, or a classified page or a classified position. The classified advertisement consists of bare and minimum information about the advertisement or service advertised. Another feature and characteristic relates to the rates of the classified advertisement, which are the lowest minimum and are charged on the lineage basis. This classified advertisement are placed in common place and not prominently placed, nor does it require any technicalities and professional skill. Display advertisement does need the art of display or copywriting, whereas the classified advertisement does not need it.

- ✓ c. Contract Advertisements: From the point of view of billing rates of advertisement, there are two categories of advertisement that is contract and casual. Contract advertisement mainly consists of an agreement for regular, advertisements, wherein the number insertions is fixed besides the period, contract type of advertisement campaign is basically comprised of an agreement on regular basis, and because of this fact, special and concessional rates are charged, less than the casual advertisement.

- ✓ d. Casual Advertisement: Casual advertisement are somewhat unexpected, unanticipated and irregular type of advertisement which is casual itself. In case of contract advertisement, the newspapers have advance notice; whereas the quantum of casual advertisement is uncertain, unknown and unforeseeable. Another feature of casual advertisement is that they originate from the individuals, whereas the contract advertisement

normally come through the advertising agencies. All the advertisements coming through the advertising agencies are allowed fifteen percent commission from the newspapers; where as the notion of similar wages and commission is not present in case of casual advertisement.

e. **National Advertising:** Geographically speaking, national advertising's range is extended to the territorial limits of the country, and in fact, to the major towns of the country. It is ushered in, as to introduce the good, commodity or serves to the general masses in order to divert the attention of the consumers to the utility and general characteristics of the product. It is somewhat a large-scale advertising in consistence with the nature of the products or services. National-scale advertising is usually launched with a view to the expected large consumption or utilization of the commodity or services. It may relate to some consumer goods, generally required by the consumers or it may be some household goods, assisting the house-wives in their affairs at home. The sales and the marketing is usually conducted through whole-sale net-work or distributorship or dealership, established in the country. Moreover national advertising is essentially linked with the mass production.

f. **Retail Advertising:** It is a somewhat limited form of advertising, conducted by medium and small establishments and commercial houses. In these commercial houses, sales are physically and practically conducted at their counters. Moreover their mode of sales is merely on retail basis as compared to whole-sale basis, and the ultimate consumers visit these retail establishment. Among the various retail establishments, there may be retail stores, drug stores, garments stores, grocery stores and other departmental stores which are now increasing rapidly in all parts of the country. Besides these retail stores, there are service-oriented institutions as dry cleaners and banks etc.

g. **Industrial Advertising:** From the nature of product or commodity, service and idea, advertising has been

classified into industrial advertising and trade advertising. In the industrial advertising as it is self-evident, that industrial products or goods are the central subject, as electrical goods, steel, machinery, lubricants, steel products, packaging and office equipment, tractors and motor assembly plant, heavy mechanical complex, and other industrial plants etc. These units and other allied sister concerns are engaged in the production of some industrial implements and instruments which are used and utilized by other business concerns. The industrially finished foods and commodities may be used, employed and utilized by smaller units in their own process of manufacturing goods and commodities. That factually facilitates the process and operation of the business; in other words, the big industrial units feed hundred of smaller units. Naturally the industrial establishments advertise their industrial products on nation-wide scale, and its campaign is technically called as the industrial advertising. Industrially advertising campaign may depend on the nature and quantum of industrial products and especially on the geographical concentration of the industrial unit.

h. **Trade Advertising:** This type or kind of advertising relates to the finished products ready for sales and marketing. Generally trading goods relate to the consumers goods, and are meant and directed to the retailers and the wholesalers of consumers goods. Trading advertising draws their attention towards the branded and non-branded consumers goods, and incites them to keep the stock and promote the sale. Trade advertisement encourages and persuades effectively the retailers and the whole salers to adopt and patronize the consumers goods by the sponsors. In this particular case, the sponsors may be the actual manufacturers or producers besides their distributors.

i. **Professional Advertising:** It is chiefly related to the professional products or services, and its aim is to draw the attention of the professional men as doctors, engineers, dentists, architects and the professionally qualified and experienced personnel in the field of education etc. Professional advertising is biologically

launched by men, producers and the distributors. However they depend and utilize the professional services of the technically qualified man with expertise in their respective field. The said professional men are urged to render their recommendations, prescriptions in the sight of their professional knowledge and experience. The nature of this type of advertising is usually based on large scale and nation-wide, as to absorb the relative attention of the persons from all over the country. The professional advertising may relate to the ethical drugs and other products, text-books and general books considered really useful in a certain profession, baby foods and the building materials.

j. Service, Idea or Non-Product Advertising: This type of advertising relates to the services or idea, something immaterial, intangible and non-product, useful for the members of the society. The services may comprise of political, economic and social ideologies by the persons and institutions for the amelioration of society. It may include the political candidates who project their personality by advancing their services to the betterment of the lot of the people. The sponsors may be the specialized institutions in their particular fields as red cross, community development, social welfare society and the institutes operating their specialized activities in the field of education. The nature and the characteristic feature of this type of advertising may be launched on local basis or nation-basis, according to the nature of utility and usefulness of the service. The sponsors of this type of advertising may be social and trade groups, political parties, churches and even the individuals in their private capacity.

## 9. ADVANTAGES AND DISADVANTAGES OF ADVERTISING'S CRITERIA AND STANDARD

Now the question arises what should be criteria or standard or even the productivity, by which the advertising should be considered with regard to its "merits and demerits". As explained earlier, advertising basically concerns itself to the commercial and economic activities of the modern world.

Its role in the said field has been lauded as well as criticized and blamed.

### Schools of Thought:

There are several schools of thought, concerning the utility, merits and demerits of the advertising.

- a. First group of persons contribute to the thought that advertising is an essential feature of free economy. That advertising is the cheapest as well as the most conducive means of introducing the products to the consumers as well as the most profitable vehicle for promoting the sales of the said products, besides an effective means of communication of message to the consumers. Economically, it is simply impossible to undertake mass production and unfeasible to win large market as well as international markets for different types of commodities.
- b. Another group of persons bitterly criticizes the advertising campaigns because its inherent disadvantages and demerits. They put forth various points of view, including that advertising is damaging as it completely ruins the little utility the economic units possessed.
- c. Another group who does not contribute to above points view, is of the firm opinion that advertising is sheer waste and all expenditures incurred on it goes immaterIALIZED without producing any tangible and solid results. According to them, advertising is both unproductive of solid and concrete result as well as undestructive, i.e., neither destructive nor productive. They claim that the advertising campaigns merely assist in the changing of hands of the products, by increasing the sales of a manufacturer and decreasing the sales output of another manufacturer. it is always at the cost of other manufacturers. They assert that such process of advertising factually does not contribute nor add anything to the national output.

From the study and examination of the above arguments, it seems that the emphasis is on the productivity. Therefore it is appropriate to study the nature and definition of the



productivity. The economic experts define it, "socially and economically speaking any undertaking or occupation is productive if it adds to the utility or by increasing the utility of individual units". This definition can serve as the criteria and standard by which we can measure its utility and service to the society as a whole unit. Now, we are in a position to determine whether advertising is productive or unproductive, whether it can be categorized as destructive activity or unproductive and undestructive, or less productive or really productive. Now let us discuss each of the features of advertising individually.

✓ a. Advertising as Destructive Vehicle: To some, advertising is destructive in the sense that advertising allures the consumers to its face-value, which does not come up to the stated standard and qualities as claimed in the advertising. In this case people are virtually deceived and they justifiably lose faith in the advertised commodity itself, and its utility is widely damaged. As such, this form of advertising adversely effect the sales and marketing of a certain product. However it is the fault of the advertising, nor does it possess any damaging or destructive effect. That is to say that advertising itself is not damaging or destructive, rather it is actually the misuse of the vehicle of advertising. It is upto the advertisers who mix up the truths with the false claims. Good advertisers take care in the design and form of advertisement material, in the claim of qualities of their products. They base their advertisement on facts and thus arrange communication of the message to the consumers. As such the art of advertising is not at stake, it is virtually the misuse of advertising which should be condemned. In this line of argument, we can rightly conclude that advertising is not inherently destructive, and if based on facts and figures and used on proper lines, it can pay dividends in the long run.

✓ b. Advertising Neither Productive nor Destructive: Another school of thought believes that advertising neither is productive nor destructive; and describes it as a sheer wasteful expenditure. As has been said earlier that advertising is not inherently invested with

any feature or characteristic to add anything to the national output. It merely assists in the changing of hands and assists one manufacturer at the cost of the other. Advertising creates an atmosphere of competition in which the manufacturers make strenuous efforts to out-beat others in the market. In this sense, they do not add anything to the national output, nor does it contribute anything solid and concrete from national point of view. Advertising on the part of one manufacturer logically nullifies the advertising and sales promotional activities of other manufacturers. However the role of advertising may be neither productive nor destructive as examined from the above arguments; but the advertising or its of institution cannot be blamed, nor criticism directed to it can be justified. As a matter fact, the comparative system of economy is involved which impels the role of the advertising towards unhealthy and unsound trends, wherein the fruits of advertising negates the solid and realistic materialization. It is the comparative system of economy which results in internal competition. It should be kept in mind that a free economy or a capitalistic economy cannot escape from the said competition in every field in production, in distribution and in sale management. As such, in case, the role of advertising is to be condemned and dissolved because of its internal competition, we should be prepared to dissolve and discard thousands of existing productive agencies and institutions.

✓ c. Advertising as Less Productive: The third group of people consider the advertising and its role as less productive, as its effects are of temporary nature and of transitory effect. The effects of the constant advertising campaign are most likely to recede after some time. Moreover, they are of the firm opinion that money and energy spent on advertising, can best be utilized in more gainful enterprise. Again the results of advertising are never proportionate to the expenses and energy spent on. It would have been much better to direct the same financial sources and energy to the research for betterment of quality of the said product.

making it more useful for the consumers. This policy is more feasible and conducive to strengthen the net sales and provide more incentives. The exponent of this theory about the advertising assert that the policy of improving the quality of the product is certainly more profitable and long-lasting for the consumers. As such it is advisable to emphasize on the policy to improve the quality of the product, to conduct research and launch other means and methods to improve the image of practical usefulness and utility of the product only. However the said argument of designating the process of advertising being less productive, does not hold good, because there is no particular method to prove the existence of a better method. There is no yardstick available to prove the process of advertising as less productive, unless and until the better method of production is proved through research and inventions. There is no justification to name the present setup of advertising process, which is presently available. The present set-up of advertising process has to be utilized and employed in an efficient manner, and there seems no justification to condemn the available methods in technology related to the advertising.

## 10. CODE OF ETHICS IN ADVERTISING

With reference to the unethical practices by the advertisers, it cannot be gain said that mal-practice and unethical principles of advertising have been existing even in the primitive stages of business and trade. Unscrupulous persons have ever been taking undue advantage of the credibility of the consumers, employing exaggerated words and unnecessary superlatives about their product or commodity. They would even not be daunted to use bogus testimonials and false names. The sole objective was to impel, emphasize and inculcate their point of view forcibly on the customers. But false claims and advertising based on untruths and false facts and figures cannot possibly survive long. It will one day bring disrepute and credibility gap between the unbiased and evilishly fabricated advertising founded on pure false facts and the customers or buyers which is natural and logical consequence. Such devices have since been used in one form or

the other, causing consternation and grave concern among the genuine advertisers who genuinely wanted to boost up sales on genuine claims and facts. Similar tussle and struggle gave rise to the idea of framing a code of ethics. It was necessary to rebuild the faith of the people in the genuine advertising which formed the central idea of framing a unanimous code of ethics, which was necessary to check the growing tendency to resorts to unethical practices. There was a group of advertisers who were genuinely interested to develop the process of advertising on really scientific lines for its ultimate use; and retard the malpractice to a sheer minimum as its complete elimination was unforeseeable in near future.

Like-minded advertisers sat together to frame an institutionalized code of ethics in the growing field and art of advertising. The initiative in the right direction was unanimously adopted, and the members of the newly formed organization demanded a voluntary acceptance of certain restrictions, which were basically imposed to confront the growing and alarming size of the menace of false advertising. However pious were the designs of the members of the organization were but it basically sanctioning authority to deal with the violators of the self-imposed code of ethics. Soon the situation became worse due to constant violation on the part of the non-members of the organization and due to lack of perseverance by the members. In the history of code of ethics in the field of advertising, the first step in the form of a legislative measure was adopted in U.S.A. in 1919, which was named as Tugwell Bill. In the Tugwell Bill, there were insertions which prescribed punishment for those persons who indulge wilfully in advancing false claims and facts and figures about their products, and those who wilfully try to mislead the customers' by using false names and bogus testimonials'. The said bill also conferred rights on the consumers to file suits against those manufacturers and advertisers for any damage done to them. As such, self-imposed code of ethics and the legislative measures bettered the advertising environment to a great extent, and the credibility in the advertising material was restored.

In Pakistan, spurious advertising and tall claims are made without any authority and truth, which has become a tool of extracting money from the customers. Though the

situation has not grown worse as yet, but there is a growing tendency of economic competition which may result in false advertising. In the absence of a properly formed code of ethics and legislative measures, the false advertisers just mint money on the semi-literate population and are looting their hard earned money. Moreover the art of advertising on scientific lines is not practised in Pakistan as yet; its reason can be justifiably ascribed to the fact that advertising proper where there is more to sell against a limited demand. However, there is high time in form an independent body or association of the genuine advertisers and evolve their own code of ethics. It seems also necessary to introduce a legislative bill with strong deterrent to face the spurious advertisers and spurious advertising.

## 11. SOCIAL RESPONSIBILITY AND ASPECT OF ADVERTISING

As part of our system of free enterprise advertising has a social responsibility both towards the consumer and producer. The function of advertising is to make known that which is worth while to know. It is indeed said that till today in many fields of endeavour the attitude towards advertising is that it is an artifice to cover up a weakness or for creating an undesirable demand. That advertising could forgo adherence to truth, logic and good taste so long as it is sold. Selling alone is not all. A product sold should be such that the customer develops a faith in it and buys it again and again. The fact is that in the marketing process the main function of advertising is to give truthful information on goods and services offered. It avoids mis-statements as well as possible deceptions through implication or omission. It seeks acceptance on the basis of the merits of the product or services advertised rather than mislead or disparage competing goods. It recognises both the economic responsibility to help reduce distribution costs and its social responsibility in serving the public interest.

Perhaps one of the most fascinating things about advertising is that all of the best ideas seems to be the simplest. The ones that are based on good common-sense and not inspired genius. Advertising is a potent selling tool but it has to be used intelligently to help build business.

In order to improve common man's standard of living economy needs to be constantly broad-based. A greater number and types of jobs have to be created. But to diversify economic activity the proverbial cultural lag and social advertising man plays his vital role. Simple living and high thinking was same piece of advice in a period of restricted economic activity. But now when more avenues of earning have to be opened simple living of the olden time will cause an economic stalemate. Science and technology has reached a stage where the wheel of industry has to be kept constantly moving.

In this age man wants a great many things in addition to the bare necessities of life. His involvement with material objects is now a part of us. Advertising is its most obvious and most public manifestation. It is important for the advertising man to be aware of human wants that in turn move things. However, consumers also want and have a right to know about each article or service they are offered. The question arises why do people buy the things they do? Its answer can be that people do not buy extra satisfaction that those things are going to give them personally. And before they buy, they unconsciously assess the differing satisfactions that different products will provide and simultaneously balance this against the alternative satisfactions of not spending their money at all. In order to help the consumer to make these decision as wisely as possibly they need to know as much as factually about the products. It would, therefore be relevant to say that "facts sell merchandise and services". Advertising, therefore, must tell what the product is, priced it at its true value and above all give it "believability". It is the greatest single thing to be achieved in advertising "believability" and nothing is more believable than the product itself.

People should be made to "want" your goods as a habit not constantly induced to buy them by offering cut prices, coupons, combination offers and other inducements, one advertiser's rupees is no bigger than his competitor's unless that inducement is made against the background of a superior quality reputation. You can never win by fighting expediency with expediency. Advertising should be something more than a method of getting rid of goods as quickly as possible or an instinctive game of hit and miss.

It is futile to guess what the boss or the client wants, and is the most debilitating of all influences in the creation of good and ethical advertising. This frantic search for big promises is not always the fault of the agency. They have orders to produce an exciting campaign, something that will make not only consumers but the trade sit up and take notice, a hot patch that will fire up also the advertisers sales force, in short something "terrific". However it pays to fight for concepts and causes that may appear unpopular at the moment rather than following the course of quick and easy agreement. The other fellow's point of view must be respected but if you have the facts on your side, and honest conviction in your heart, you rarely lose by fighting your idea all the way. In these days of tough competition every business will have to search for new ways to beat the competition because there will be less and less difference between products. In the decades ahead the brand that towers over any other will be a rarity. One thing is certain that only those advertisements shall not persist that mislead and disillusion with false promises of impossible benefits.

Experience of our most successful advertisers has proved that they achieved success not by indulging in puffery or promising thundering benefits but by advertising their products and services with moderation, restraint, dignity and making the size of its promise believable. The truth is, it is not necessary to make the readers eye-balls pop out high startling claims. Ethical advertising should be product tailored, import truthful and sensible information in simple and clean language. It should conform to the principles of fair competition and desist from unfair comparisons with competitors brand.

It is recognised that keen and vigorous competition honestly conducted is essential for the growth of business. Advertising plays its own part in this growth. Unfair practices impair public confidence both in the advertisements with a competitor's product or service must be avoided. Similarly for the growth of healthy advertising extension of credit as an inducement in the solicitation of advertising has to be avoided.

We all know that average human being can at times be credulous and gullible. We see thousands of them believe in

the advertised benefits of healthy rings, extravagant claims made for quack remedies directly linked with Chinese or German system of medicines; pill advertisers who would cure any disease or weakness which the most qualified physicians and surgeons of the country have failed to cure. These advertisers thrive on these incredible claims. This is so because for most human beings it is easier to believe than to doubt it. At times the consumer may do many foolish things but he is not a fool for all times. It must, therefore, be remembered that his "willingness to believe" is an asset to advertising provided its cynical abuse does not sink the ship. It is an asset which must be jealously guarded jointly by the advertiser, the agency and the media. Advertising can prosper only if ethical standards are maintained and it is conducted in a manner so as to create goodwill and command the confidence of the public.

Some people debate on the effect of advertisements on prices. The relevant question is "what would be the price if a product was not advertised?" There can be little doubt that advertising, sometimes publishing price reductions, has often been the fastest conceivable method of expanding a market, making economics possible sooner than it had grown by heresy and repute. But where there are economies or large scale productions or where advertising has kept costs of entry, prices by ironing out fluctuations in demand guiding it into new channels displacing more smoothing methods of marketing and sharpening competition, could be made a little more modestly.

#### Main Features of Social Aspects of Advertising:

- i) Today mass communication has grown to definitely unparalleled proportion, from which no person could escape, from different aspects of life. The mass communication medias has enabled the modern person to have a deep grasp in general knowledge and current affairs. It has unleashed new forces affecting an impact on social, cultural, economic and political aspects of national as wells individual life. It has joined hands with the education, science and technology, as well as with the business and trade to accelerate the sales and marketing besides sales, promotional activities.



- ii) In this age of competition, where a variety of commodities and services are available and where there are abundant chances of choice and selection, the advertising assumes new meaning and importance. The advertising tries to wield its potent influence in effecting, mobilizing and motivating a person to purchase a particular good or service. The trend of drawing the attention of the consumer, gives rise to a hard competition in the field of advertisements.
- iii) Advertisements certainly renders important services, by giving information about a product and their varieties, sources of availability, brand etc. It assists a consumer in making up of his mind and in his actual shopping.
- iv) Advertising employs the social psychology, social habits, cultural pattern, religious and ideological patterns of the class or region or country. Advertising seeks the likes and dislikes and the weaknesses of the individuals, in order to base their advertising material in right perspective. By deep studies into the social and cultural habits and weaknesses of the inhabitants, the process of advertisements provokes the desire of buying a certain product, and constantly takes stock of resources to turn the desire into demand, and demand into want economy and then need economy or necessity. In short, advertising aims at persuading a consumer to buy a particular commodity provided he can afford. It mobilizes them at their maximum in order to buy the commodity.
- v) Advertising is mainly aimed at the expansion of the sale of luxuries of life and not the necessities of life, and indirectly promotes the use of similar goods. In a way, advertising directly and indirectly exerts an influence for the growth and development of easiness and care-free attitude among the individuals. On the one hand, the advertising makes the people habitual of the comfort and luxury goods and trying towards raising the standard of living; and on the other hand depriving them of hard-work and habitual of easy and care free attitude of life. However this role of the advertising cannot be possibly appreciated; as it has undermined the traditional and time-honoured and prestigious social and cultural set-up

- of the people and country. Hence, it has resulted in chaos and confusion besides class consciousness among the different communities of the society.
- vi) Advertising has acquainted the people with a large variety of similar products with different tastes and components which has assisted the people to leave the contentment and spend lavishly on the varieties of eatables, drinks and other products of daily use. It has promoted unnecessary desires and wants and necessities of life, thereby giving birth to extravagance and allied social and cultural evils and diseases. It has resulted in the peculiar life-style of pomp and show, fashion-parades and has created a deep sense of deprivation among the lower classes.
- vii) Advertising makes use of the psychology of the children, women-folk and the aged people by introducing the ever-increasing and incessant inroads of fashions in all aspects of life, like garments, cosmetic make-up sets, sweets, toffees, biscuits, ice-cream, lollipops and supplementary foods, drugs and medical aids to keep up health and to accomplish nutritional requirements. The advertising definitely plays on the snobbish trends of the human beings.
- viii) It is also time that advertising has helped in improving the standard of living of people. As a result of the industrial and commercial development, there is a larger flow of new products, rise in consumption and demand. Here the role of the advertising begins which takes initiative in bettering the sales and marketing of the new products, and thus improving and bettering the standard of living of the individuals. Another phase of advertising is that it not only promotes the sales of the goods, but also becomes the most potent factor in the increase of the prices of the goods. The advertising casts essentially a psychological impact on the consumers, presuming the new packaging or design of the product as improved version. It not only adds in the structure of prices, but becomes a burden, through unethical and false advertising and claims.



In the end, we can safely say that today advertising has become a weapon of earning a good income by the newspapers and the magazines. It has been a vehicle and a tool by which governments can exercise a check and apply pressure tactics on the newspapers.

## 12. ECONOMIC ASPECTS OF ADVERTISING

- i) Advertising has paved the way to the introduction of a competitive economy and new products in the markets, rather it has assisted in the growth and development of new markets.
- ii) It is asserted that the advertising's biggest contribution is its economic uplift. It has geared the machinery for the mass production. Advertising creates a feasible atmosphere for the consistent growth of demand for a certain product; which invariably gives rise to the concept of mass production.
- iii) Today advertising has assumed new dimensions and horizons and has become an indispensable aspect of the modern process of business and commercial transactions. Advertising has rather facilitated and mobilised the selling process in a most efficient manner. However it does not amount that it has taken the place of the salesman; the institution of salesmanship remains actively operative. It is correct to state that advertising has rather rendered its valuable services and facilities to the assistance of a salesman.
- iv) In the past, when there was no advertising, marketing was confined to a limited place or at the most in the surrounding areas. It was because of the fact that the manufacturers had no advertising machinery to make known his products to the people; nor were they able to transmit or communicate his message to the ultimate consumers. The modern concept of advertising has enabled the advertisers to convey his message, even to the entire world at cheap expenses and low cost as compared with the entire valuable services rendered by the advertising. Today, an advertiser is able to communicate his message to the largest number of people as well as to the remotest parts of the world.

Advertising has in fact assisted in the growth and development of international markets.

- v) It has been observed that the advertising potentially effects the production costs. Logically the greater demand the result of advertising result in mass production which in turn results in greatest efficiency and lower costs. Advertising has proved the most effective weapon that a product in a small corner of the world is known and demanded all over the world.
- vi) The tremendous force of advertising is observable in the growing demand and in creating long-term plans for the potential future increase, which fact gave an initiative to the manufacturers to undertake concrete plans for the mass production. In fact it is the desire to catch international markets on the part of the manufacturers of established units which accelerates the pace of product. In other words, the advertising paves the way for large demands, which fact makes it feasible for mass production. It is also an established fact that mass production proves economical and cuts down the cost of production, which in turn, enables a consumer to buy easily and at cheaper rates.

## 13. METHODS OF ADVERTISING

The basic and central idea underlying the good advertising is to manage the efficient communication of ideas. And that various methods of communication can be employed and utilized to approach the consumers and influence them in an effective manner. Among the several methods and channels, some of them are, as follow.

- 1a. Newspapers and Periodicals: There is a wide difference between the newspapers and the periodical; as the periodical and magazines are retained for longer period than the newspapers. Moreover the periodicals and magazines are not only read and consulted repeatedly and are kept by some as a record for a considerable period at time. As for as the newspapers are concerned, they are usually fresh for a day and read and consulted cursorily and the next day, there will appear a fresh newspaper. As such newspapers are

usually read and consulted temporarily. Besides the national papers are usually the best channels and methods to communicate an idea and message to the buyers and the consumers, as they wield greater influence and reach to all the corners of the country in no time. The advertisers take into consideration the type and class of people who read a particular newspaper or magazine.

✓ b. Poster: Another form of effective communication and method of advertising is the poster. Its main objective is to publicize or to acquaint an article or inculcate an idea among the target audience. Another feature of the posters is to spread its particular message in a particular locality where there is enough rate of literacy present. However it can be a localized or national campaign as well as coverage.

✓ c. Mail Order: Mail order is somewhat a direct sales or distribution system, advertised in the press and directly addressed to the customers. It paves the way of a direct liaison and relationship between the advertisers and the customers, requesting them to mail or send their orders by post. In this process, the expenses on advertising are generally incurred, which is conducted in a heavy manner.

✓ d. Radio: Advertising conducted through the medium of radio is universally practised and acclaimed for its reach, effectiveness and approach. Radio is considered within the reach of all and sundry, and especially the invention of transistorized radio has turned it most useful in those far flung areas, where electricity is still not present. There are a good number of other ways and method for publicity, advertising.

## PUBLIC RELATIONS

### 1. INTRODUCTION TO PUBLIC RELATIONS

#### a. Nature and Definition of Public Relations:

By public relations, we mean the promotion, by a firm, corporation and government department etc, of good will of other organizations or the public by distributing information about policy etc. It also denotes the degree of good will existing or created between organizations or between an organization and the public. By public relations, we understand it as the business of inducting the public to have understanding for and goodwill toward, a person, firm, or institution, also the degree of understanding and goodwill achieved. However, there is a great diversity of opinion on the meaning, definition and scope and range of activity of the public relations. No doubt, today public relations has assumed new dimensions as compared in the past, it is now the most sensitive and fundamental job in the world. It has penetrated in the public and private fields of activity. New dimensions and its increasing range of activity has coloured it as a multi-purpose, phenomena, indispensable for each and every department of life. Some take it as a vital and indispensable link, bridge and as means of liaison between the people and a government organization or an institution. It serves as the bridge to gap the two directions in order to allow the free flow of relations, information and smooth flow of the communication. Some people deem it as an organized publicity, with the objective to advance the interests and bettering the image of any department or institution. From commercial point of view, public relations has been described as a channel promoting the services and selling the merchandise. To some people, it has been deemed as a tool to

convey the message of the governmental departments and agencies to the general masses. In this connection, public relations is also a tool to measure up the public reactions to the decisions and policies.

Viewed from these points of view, it comes to the mind that public relations is rather a universally accredited channel, in maintaining as well as bettering the relations between the government and the people, equally applicable to any organization dealing in some merchandising goods and articles besides rendering valuable services and its clients. As said earlier, public relationing has assumed recently new dimensions and meaning in Pakistan never witnessed before, public relations has been acclaimed and accepted as a full-fledged discipline and subject in the western countries.

#### ✓ b. Various Definitions:-

As there is no unanimity of opinions about the definitions on the public relations, therefore we are giving below copious examples of meanings and definitions by the learned teachers scholars and reputed journalists and some institutes.

1. According to the world-renowned Webster International Dictionary, the meanings of the public relations, are

- ✓ a. The activities of an industry, union, corporation, profession, government, other organizations or the like, in building and maintaining sound and productive relations with special publics such as customers, employees, and stock-holders, and with the public at large, so as to adapt itself to the environment and interpret itself to society.
- ✓ b. The promotion of rapport and goodwill between a person, firm or institution and other persons, special publics or the community at large through the distribution of interpretative material, the development of neighbourly interchange and the assessment of public reaction.
- ✓ c. The degree of understanding and goodwill achieved between an individual, organization or institution and the public, the application of the techniques for achieving this relationship.

- ✓ d. The art or profession of organizing and developing these activities, as university courses in public Relations require technical skill in various techniques.
- ✓ e. The art of science of developing reciprocal understanding and goodwill, the professional staff entrusted with this task.
- f. The state of such activities or the degree of their success in furthering public understanding of an organization's economic and social adjustments as good or bad Public Relations.
- ✓ 2. "The deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics." (Institute of Public Relations, London).
- ✓ 3. "Public Relations is the continuing process by which management endeavours to obtain the goodwill and understanding of its customers, its employees and the public at large, inwardly through self-analysis and correction, outwardly through all means of expression".
- ✓ 4. ".....the attempt, by information, persuasion and adjustment, to engineer public support, for an activity, cause, movement, or institution".  
(Edward L. Nernays.)
5. "Public Relations is the continued process of keying policies, services and actions to the best interests of those individuals, and groups whose confidence and goodwill an individual or institution covers, and secondly it is the interpretation of these policies, services and actions to assure complete understanding and appreciation".  
(Emerson Reck).
- ✓ 6. "The professional winning of friends and influencing people".  
(Dale Carnegie).
- ✓ 7. "Image merchants who can cure image trouble"- Irwin Ross calls Public Relation Man.

✓ 8. "The business of invisible sell"-Robbert

(Heal Broner).

✓ 9. "Public Relations is a combination of Philosophy, Sociology, Economics, Language, Psychology, Journalism, Communication and other knowledges into a system of human understanding".

(Herbert M. Baus).

✓ 10. "Public Relations is the attempt by information, persuasion and adjustment to engineer public support for an activity, cause, movement or institution".

(Edward L. Bernays).

✓ 11. "Merely human decency which flows from a good heart".

(Charles Plackard).

✓ 12. "Public Relations is whatever the individual practitioner thinks it is".

(Carl Byoir).

13. "The management function which gives the same organised and careful attention to the art of goodwill as it gives to any other major asset of business".

(John W. Hill).

✓ 14. "Everything involved in achieving a favorable opinion".

(George F. Meredith).

✓ 15. "Public Relations includes all that is thought said and done to create and maintain effective relations between an institution and its public. Public relations is a broad term which covers an enormous range of activities. Necessarily, public relatings rests upon the social sciences, economics, sociology, psychology, political science, history and philosophy, to mention only a few of the more conspicuously related fields. In addition, public relation is generally taken to include such working tools as the press, the radio, motion, pictures, public speaking and professional writing".

(Rex F. Harlow).

✓ 16. "Public Relations as an applied social and behavioural science is that function which:

- a. ✓ Measures, evaluates, and interprets that attitudes of various relevant publics.
- b. ✓ assists management in defining objectives for increasing public understanding and acceptance of organisations products, plans, policies, and personnel.
- c. ✓ Equates these objectives with the interests, and goals of the various relevant public and
- d. ✓ develops, executes, and evaluates a programme to earn public understanding and acceptance".

(Professor Edward Robinson of Boston University).

✓ 17. "Public relations is the attitudes, certifies the policies and procedures of an individual or organization with the public interest, and executes a programme of action to earn public understanding and acceptance".

(Editors Glean and Danny Griswold).

✓ 18. "Modern public relations is a planned programme of policies and conduct that will build public confidence and increase public understanding".

(Wright and Christian).

✓ 19. "Its object is not to sell a product, but to produce a favorable image of a company and improve on it, if necessary".

(Max K. Alder).

✓ 20. "Public Relations means what it says-relations with the public. It is practically a self-defining term. It aims to create and maintain confidence that intangible quality or asset-goodwill-and earns credit for achievements.

(Frank Jefkins).

✓ 21. "Science a system, an art, a process, a function, a relationship, a humanizing genus a term, a business, a profession, a method, an activity, programme, a policy, a pattern of behaviour a moral force".—The Editors of Public Relations

News received the said replies about the definition.

- ✓ 22. "The Communication and interpretation ideas from an institution to its publics and the communication of information, ideas and opinion from the publics (research feedback) to the institution, in a sincere effort to establish a mutuality of interest and thus achieves the harmonious adjustment of an institution to its community".

(Scot Mr. Cutlip and Alien S. Center).

- ✓ 23. "The duties of a public relations practitioner, whether he belongs to the staff of a firm or is an independent consultant, are to devise and submit to the firms or organizations employing his services the means of establishing and maintaining good relations, based on mutual confidence, with the public and keeping it informed of their achievements and, more generally, of all matters relating to their operations. These duties may also be extended to include the relations of firms with their own staff. The public relations practitioner is responsible for implementing and recommending policy and for measuring results".

"The information he supplies about the organisation must in all cases carry mention of its source, be strictly objective and be absolutely free of propaganda commercial publicity or advertising content." The Press officer carries out the duties above as a specialist in relations with the fellow information media; Press, Films, Radio and Television. The duties of a public relations practitioner and of a Press officer are incompatible with their practising at the same time as a professional journalist or advertising agent. The only remuneration for public relations or press work shall be the fees of the client or salary of the employer on whose account this work is undertaken."

The Ministry of Information, Government of France.

#### c. Analysis:

From the perusal and examination the meanings and definitions of the public relations, we can draw the following conclusions and the relevant analysis.

- ✓ i) That the basic purpose of public Relations is to establish a two-way flow of mutual understanding essentially framed on truth, knowledge and full information.
- ✓ ii) That its process is based on two-way flow of understanding, and is not confined to one way.
- ✓ iii) That its first function is to ascertain and evaluate public opinion, which assists in the formation of future line of policy and decisions.
- ✓ iv) That its second function is to counsel the management in ways of dealing with public opinion so ascertained and evaluated.
- ✓ v) That its third function is to utilize the communication to influence public opinion.
- ✓ vi) That public relations assumes the role of leading and guiding the public opinion. On the one hand, it aims at telling an organization what the people want and secondly telling the people as to what the organization is giving or can give.
- ✓ vii) That the two-way flow of mutual understanding naturally involves a process of adjustment between the parties.
- ✓ viii) Viewed in the light of the analysis, it appears that Public Relations is not merely advertising, publicity, propaganda, nor does it interfere or hinder the legitimate flow of news-stories in any way. Public Relations has its own and independent entity.
- ✓ ix) That Public Relations is a consciously planned process and not an accidental phenomena. It is designed to achieve certain solid objectives and results in a healthy manner within a set of favourable circumstances.
- ✓ x) That Public Relations as an art or science or craft attempts to persuade the people towards a certain line of thinking; based on truth, knowledge and full information. Its ultimate objective is to influence the public opinion through communication.



## 2. PUBLIC RELATIONS AND OTHER FORMS OF COMMUNICATION

In certain fields, the Public Relations and other forms of communication coincide and overlap each other, which are worth examination. Public Relations and communication are closely inter-linked. Public Relations performs one of its primary function of ascertaining and evaluating public opinion, and contains all the phases of the communication. The various phases of the communication are summarized as in the well-known formula - "Who says what, through what medium, for what purpose, under what circumstances and with what effect".

- a. Propaganda: Propaganda is described that art of influencing, manipulating, controlling, promoting, changing, inducing or securing the acceptance of opinions, attitudes, action or behaviour through representations that may take spoken, written, pictorial or musical forms or involve manipulation of symbols and suggestions".

Public Relations aims essentially at influencing public opinion in a desired direction, which brings it very close to propaganda. However, propaganda contains some unethical constituents, as it is used to induce certain types of persuasion based and closely linked with self-interest, self-centredness. In its process, it becomes imperative to camouflage or distort the facts or even to falsify them in order to gain the selfish objectives. Propaganda comprises the psychological warfare and may assume the form of a psychic rape of the masses. As compared to propaganda, Public Relations is closely linked with the ethical attitude and behaviour, and seeks to influence public opinion and establish a two-way flow of mutual understanding based on truth, knowledge and full information. It seeks to secure the willing acceptance of attitudes and ideas.

- b. Publicity: Public relations should be invariably distinguished from other terms such as publicity, advertising etc. Publicity is factually a concept of one-

day promotion of an idea or product or a service whereas advertising is rightly considered to be a paid form of publicity. As such publicity, propaganda, advertising, films and slides, publications etc. are all parts of the whole Public Relations "but the sum of the parts does not equal the whole. "Public relationing is a supreme and ethical-oriented discipline to ascertain and evaluate the public opinion, to use communication to influence public opinion. As such it nullifies the catch words, mischief-mongering and is justifiably regarded as the noble and supreme art and craft."

## 3. CHARACTERISTICS OF PUBLIC RELATIONS

Public Relations is a recently sophisticated form of flow of communication between the two directions in order to acknowledge the factual aspirations, desires and wishes, to enlighten oneself and to respond to respective reactions, queries and requirements. As such we may deduce the following glaring characteristics of the public relationing, as:-

- a. Public Relations is a sophisticated form of discipline, with objectives to ameliorate the notion and practice of management. It is rather a philosophy of management, which smoothes the two-way flow of communication.
- b. Public Relations is a study of the attitude of mind of the public in the various fields of human activity. It is the scientific method to ascertain and evaluate the existing public opinion, the mode of thinking and attitude of mind, their likes and dislikes.
- c. Public Relations is a counselling-oriented discipline, which renders its valuable counsels to its management in the light of the acquired studies of the attitude of the mind. In this way Public Relations assists largely in attuning to desired effects.
- d. Public Relations mobilizes the ways and means to use communication to influence public opinion and to produce a favourable image about the services and articles. "It is a planned programme of policies and conduct that will build public confidence and increase public understanding. Its aim is to create and maintain

confidence that intangible quality or asset-good will and earns credit for achievements.

- e. Public Relations is a discipline which deliberates and places the interests of the public in a foremost position. Its ultimate objective is to place the interest of the public before hand in all events and circumstances, prior to taking any decision affecting the operation of the business.
- f. Public Relation is intended to produce satisfaction for all segments of the people, by seeking balance in the factors which lead to the satisfaction of all. In this process, fairness has to be given supreme position while deciding all policies, even including the good morals.
- g. Public Relations is a discipline in the greater canvas of the management, stressing on the greater appreciation of the human aspects involved in the business. It aims at earning the goodwill, and understanding of the people. As such Public Relations has penetrated in all the private and public walks of life. Its significance and importance cannot be over-emphasized, as is self evident.

#### 4. PROCESS OF PUBLIC RELATIONS

The process and the procedure of public relations comprise of a number of stages, to be handled immaculately to produce the desired effects. It includes there research, planning, coordination and production respectively.

##### a. Research:-

Literally research means the careful and diligent search, also a studious inquiry or examination especially investigation or experimentation aimed at the discovery and interpretation of facts, revision of accepted theories or laws in the light of new facts, or practical application of such new or revised theories or laws. Research is conducted to become aware fully of the accuracy and exactitude of situation, about a product or service or an idea. It is launched through opinion surveys of various publics, study and interpretation of social, economic and

political trends. Research is intended also to determine the better techniques of Public Relations in consistence with the queries involved.

##### b. Planning:-

After the careful research has been done and the data has been arranged in hand, the stage of planning follows. Research data actually assists in determining the objectives and policies of Public Relations, besides a complete programme of communication. The stage of planning usually feeds on the fruits of research.

##### c. Co-Ordination:-

Public Relations will fail in its objectives, if the element-involved do not display coordination. Coordination between the different elements is necessary for the success. The elements involved may be the management, the staff and in fact all those elements who are in any way, are concerned with the institution.

##### d. Production:-

It is now the time and stage to arrange practical and concrete devices to launch the programme of communication by employing the different tools of communication. It is the point of consummation and culmination of the public relationing.

#### 5. TOOLS OF PUBLIC RELATIONS

It is incumbent on the public relations practitioner to have complete insight into the role of publicity and the various channels of communication. The objective is to seek those channels which are not only convenient in operation, as well as likely to have direct contact and communication with the general public. Mass media seems to be convenient and for-operative efficiency, which consists of newspapers, magazines, commercial journals, radio, television and internet. A practitioner in Public Relations should be aware of the processing and tools of public relations, the role of publicity, the role of media and the hierarchy involved in this organization. It has been rightly asserted that Public Relations is an art as well as a science. Because it requires knowledge and expert skill to utilize and employ the tools of

mass communication in an effective manner. It will not be incorrect to state that in the utilization of mass communication media, the expertise as well as the method of communication are equally and basically important as the message itself. Viewed from this point, a journalist trained and experienced in the strategies of public relationing is a superior man. Therefore it is essential to have the basic skills in the strategies public relationing, is a superior man. Therefore it is essential to have the basic skills in the strategies of public relationing. Today, the sophisticated techniques of public relationing are in full swing and the general masses are ever exposed to them than ever before, that its effectiveness is widely open to questioning, through the "illusion of communication". The ultimate objective is to convey an idea, a thought to the people, if it fails to reach its destination, the whole process of communication is doomed to complete failure, regardless of apparent beauty of the message or its design and composition. The real concern should be its real effects upon the people and not be satisfied merely with the high quality of methods. A Public Relations's approach should be practical in all aspects of his processing and in the tools, he employs. The question arises whether these can be existence of mass communication, which apparently cannot be answered in so simple terms. By mass communication, we should mean "the mechanical aggregation of single messages by mass means by printing press or broadcasting station." In this line of argument, the mass communication produce "many identical messages which go to many 'single persons' at the same time".

#### a. Publicity:-

Publicity may comprise of press functions press conferences, preparation of handouts, distribution of press releases, besides the arrangement for proper response to press queries. Publicity is a wide-ranging term, which may include contacts with editors, reporters and other working journalists. Publicity itself inculcates all methods to be employed which are likely to prove useful publicity, in the lender-developed countries like Pakistan, the various methods used in publicity are less likely to prove successful due to the prevalent low rate of literacy. In spite of certain hindrances like illiteracy, the

newspapers still occupy the primary means of effective publicity, and effective tool of public relations. A practitioner in public relations is basically trained in the fundamental qualities of altness, eagerness, enterprise, a good judgment, which is of cardinal significance. Moreover press gives greater coverage to the local news as compared to national or foreign news, which makes the public relationing more feasible in all respects. The newspapers essentially possess certain advantages, as a medium of communication in Public Relations, as, they are published timely, news-stories can be conveyed to them through more than one way, they are regarded in expensive as compared with other means of communication and publicity, they are precise and concise, moreover they are the most feasible means of detailed communication and they grant a kind of credibility in their contents. The disadvantages of the newspapers are, that news-stories have to be cut brief and of wide appeal, long and complicated reports are not appreciated besides being subjected to editing.

#### b. Press Conferences:-

Press conference is also a useful tool of communication and publicity and is employed on large scale. Any organization may utilize the services of the press, by inviting them or their representatives to record an important announcement or to indulge in an interview with an important person. Press conferences create an amiable atmosphere to own and report an individual news-story besides the session of questions and answers. In the said press conference, a previously prepared and written message or announcement is distributed among the representatives of the press, which not only saves time not but also assists the press conference to be a successful one.

#### c. Films and Slides:-

This process and tools of communication is really a very broad-based one, especially in the modern age and with reference to the ever-availability of sophisticated gadgets. Its process includes the stages of production, distribution and projection of films and cinema slide. In

other words, this process includes the T.V. and movie publicity. Today films and slides and especially the television and movie publicity are regarded with ever great veneration and respect than radio, as they possess the greater potentiality besides the amount of time can be reserved more for them. On the television screen and the films and slides, much time is given to the showing of meetings, speeches openings, contests, sports awards and similar public relations events, besides feature material fashion shows, home shows, travel and hobbies etc. Moreover the mini screen gives and provides full coverage to welfare organizations, associations and educational institutions, tourist organizations etc. and they possess a great impact. Television screen like the motion picture has been used as a tool to transmit ideas, and stimulate imagination and to produce action. It is a great potential of the mini-screen to transmit and communicate the desired effects and the desired ideas. Moreover the telecast time can be hired in commercial programmes, in fact the major programmes on the mini-screen are usually patronised and sponsored by the commercial and Government organization. It will be no exaggeration to state that today is the age of T.Vs. Age, wherein pictorial journalism and the motion pictures are playing effective and far-reaching roles, and the large numbers of eyes and ears are always attentive to the new-stories and others on the television and the motion pictures. As contrasted with the television, the motion films are providing an effective, economical means of reaching selected groups with real impact. The motion-picture is said to have certain advantages, as it tends to combine the impact of sight, sound, drama and movement, colour and music, as it presents processes that cannot ordinary be seen by the human eye, that the camera is competent to place the past with the present in an efficient manner as to absorb full attention, that it is invested with the peculiar characteristic of presenting certain meanings involving motion, that it classifies the time factor in any operation or series of events, that it can attract, sustain the exclusive attention to a message for the length of the showing, and that it can enlarge or

reduce objects and can use cartoons to dramatize abstraction.

We have examined and studied the above prepositions in the light of publicity, but it should be kept in mind that publicity cannot claim to have its exclusive rights in the public relationing. The publicity cannot be considered the equivalent of all public relations activities, as publicity assists in making an organization known, but it miserably fails rather cannot determine what people will think of it.

#### d. Advertising:-

Advertising is a very wide term, including advertisement film, cinema slides, neon signs, and other types of advertising. Advertising is rather a long process of planning and providing information for institutional advertising generally in collaboration with an advertising agency for radio, T.V. newspapers and magazines etc. We can study the advertising vis-a-vis public relations, with the preposition that "any advertising not focused on the instant sale of a product or service is called Public relations advertising". Its popularity is ever on the increase. The process of advertising appears either in purchasing the space in newspapers or magazines, or the time and the time on the air are used persuasively, wisely and loudly. Both the means are really expensive but are the surest and quickest way of direct contact and communication with the general masses, to the desired number or the great number of readers or audience. The space in the newspapers are naturally the most effective field of public relations advertising, several objectives are floored to attain certain aims, including, to make a statement about a new product or a merger with another company, to invite to an open house, to usher in or explain a policy, a decision or a new measure, to offer thanks to the people, to offer suitable explanations including a contradiction to a certain rumour, explanation of the position of a company in a labour dispute, to dedicate a plant, or to announce a closing because of the death of an official etc. We frequently notice that the majority of the quality T.V. shows are

sponsored by these big companies or concerns, who are actually group companies and produce many products advertise them all as individual items. These groups of companies exploit the advertising to project a "Corporate family image", to make customers think better of the company and of all its products because they come from company. It is worth to be noted and taken notice of the fact that in case of high quality products, the demarcation line or "the boundary between, "sales" advertising and public relations advertising tends to merge". Public relationing advertisements can be divided into the following types or kinds as follow:-

1. Press Advertising.
2. T.V. Advertising.
3. Radio Advertising.
4. Film Advertising.
5. Poster Advertising.
6. Editorial Publicity.
7. Direct Mail.
8. Display and Promotion.
9. The Spoken Word etc.

The concept of advertising however, cannot be limited to the above-said fields alone, it is very wide and complex concept which may include to promote causes such as opposition to taxes, anti-inflation drives, fighting diseases, fighting foreign competition etc. In the present texture of the complicated world, this type of advertising is ever on the increase and will doubtless spread still further. It has been observed that in both Press Publicity and in paid advertising space, a public relations man has little control, in which in the role of the media, audience determine the effectiveness of the advertising. However this phenomena happens in certain few situations only. In this connection, we can say more precisely that it is the news media, through which a public relations man reaches the general public, are beyond of his direct control. Whereas for space and time in these media, he competes against all comers on terms set by the media. As a

way of further explanation, we can give the following tools of direct approach, and are controlled by the communicator which is pivot of their effectiveness and impact. Some of these direct tools are as follow:-

1. House Publications.
2. Letters and Bulletins.
3. Inserts and Enclosures.
4. Public Address System.
5. Open Houses and Plan Tours.
6. Hand Books and Manuals.
7. Information Racks.
8. Meetings and Conferences.
9. Displays and Exhibits.
10. Organized Social Activities and Participation in Local Events.

#### e. Publications:-

This is also an important tool of communication, effectively followed and employed as a process of Public Relations. It includes the production and distribution of house journals for external use, annual reports, guide books, policy manuals, books for the guidance of employees and company history, and anniversary pamphlets and brochures. As implied above, these publications can be divided into internal publications or "The House Publications" including the Company or Organization Magazines and Newspapers. The objectives of the internal publications can be described as, as potent means of preventing inter-departmental friction, encouraging good work by recognition, diminishing labour turnover, aiding sales, aiding organization's public relations gaining acceptance for the division of earnings and informing and persuading readers about organization's policies and goals. It may be kept in mind that internal publications or the house publications has been regarded tool, often described as "workhouses" and they meet all the common need of all organizations.



These publications are also called "internals" in view of their largest number and closely connected in some way with the organization such as employees, stockholders, dealers, or supplies and on the outer fringes, perhaps community leaders and friends.

As contrasted to the house or internals or internal publications, we have the category of "External Publications" which are in small number and are called the externals. They go out to the customers or possible customers, leaders of general public opinion like educators, and legislators, press and government officials. The external publications are naturally the better-looking magazines and are intended to obtain goodwill in influential quarters, and must compete with other commercial publications. These trade-magazine publicity and General Magazines are usually objectives-oriented publications which sometimes exceed their limited purpose and can reach to the general national publications.

#### f. Special Events:-

In this category, the following tools of communication come under purview, as arrangements for exhibitions, show-rooms, holding of meetings of employs and shareholders etc, holding of meetings of employs and shareholders etc, and organization of planned tours. In it are included the open houses and tours. On the special, an organization invites the people to pay a visit and make an observation closely of its working, which assists in building up a good image. It also entails the handling of visitors which inwardly paves the way to merchandise. Moreover Open house events creates an attraction to the community. These tools have gained an urgency and their use is increasing rapidly in the present set of the circumstances. Accordingly complex situations demand elaborate techniques of the tools of communication, as clever invitations, special transportation, celebrities, souvenirs, exhibits, motion pictures, and refreshments etc. These techniques exert great effectiveness as forceful enticements.

#### Public Speaking:-

One of the most effective tool of communication consists in public speaking, for which speech material is provided for the executives. This function also comprise of preparation of the manuscripts of address and speeches and providing speakers for consumer groups, civic clubs, schools and social organisations.

#### Reference Material:-

It is one of important tool of communication in written form. Usually clients and consumers put up enquiries to the organization, for which reference material is prepared to accommodate the said enquiries. In this connection, data on various aspects is prepared, both written and visual, in order to accommodate and entertain the enquiries. As such reference material is advanced to foster the interests of the organization as well as to attune to the principles of public relationing.

#### Correspondence:-

All the private and public corporations and organizations have to indulge in intensive and extensive correspondence with the stock-holders, consumers, suppliers and educators. The correspondence invariably contain-basic germs of information carriers, policies etc, which essentially serves the purposes of public relationing.

#### Community Participation:-

In this process, the planning and participating in community service projects for charity, health, cultural affairs, youth groups and educational institutions are involved.

In essence, the same process, of Public Relations goes on, in a cycle unabated.

### 6. FUNCTIONS OF PUBLIC RELATIONS

It has already been described how the public relationing operate and range to what activities. In other words, the process of public relations and functions of Public Relations

are unanimous. As such, there are three major functions of Public Relations, as detailed below:-

- a. The first and primary function of the Public Relations is essentially to ascertain and evaluate public opinion. In order to function smoothly and in right direction, Public Relations is to probe into the trends, inclinations, and direction as well as the likes and dislikes of the public opinion. Public Relations cannot be expected to operate into a void and vacuum, it should find out some ground-work and foundations to work out its further plannings. Public Relations tends to mould the thinking and the mode of living into a particular and healthy direction. In this connection, an experienced and trained Public Relations practitioner employs several tools of communication, in order to launch multi-pronged research to arrive at solid conclusions.
 

*To ascertain public opinion and opinion*
- b. The second function of Public Relations, equally important is "to counsel management in ways of dealing with public opinion" as it exists on small and large level and scale, each private and public organization has its operative Public Relations in any of the prevalent shape and form. At this stage, the Public Relationing aims at the plannings with the aid of the data and materials so collected. Public Relations determines its objectives and policies and a complete planning is consummated in order to gear up the complete programme in the right direction. The success depends on the accuracy of research and its true findings, otherwise the whole sub-structure of public relationing shall fumble in the darkness not the speak of attaining the true objectives and aims.
 

*To counsel management or instil belief*
- c. The third important function of the Public Relations is to employ communication to influence the public opinion, to mobilize the mass in the planned direction. In simple terms, "Public Relations aims at telling an organization what the people want and telling the people as to what the organization is giving and that naturally involves a process of adjustment between the parties".
 

*To influence public opinion*

d. As explained earlier, Public Relations, functions include research, planning, coordination and production. The third function of production may take the forms, as publicity, films and slides, advertising, publications, special events, public speaking, corresponding, community participation, handout and pres conference.

e. Press conference is a meeting between journalists and a person or and has certain definite advantages as, an opportunity of question or cross-question, checks details news, elicits valuable background information and the process of communication is done rapidly and easily. Its various disadvantages are that some top reporters do not give much importance, that it is frequently unnecessarily when a hand-out can work, that each reporter seeks an exclusive news but in a press conference, the same story is released to all, and that the press conferences have been grossly misused. There are certain requisites of a press conference, including that hospitality should be modest and lavish entertainment does not necessarily mean better or bigger coverage. Another requisite of the press conference is to prepare the subject-matter in a summarised form of a handout. The said handout is to be distributed among the reporters present in the press conference, to facilitate them in the discharge and execution of professional duties. The other requisites are that the person entrusted with the duty to address the press conference should be clear, precise and concise, and invite questions at the end.

## 6. ORGANIZATION OF PUBLIC RELATIONS

The Public Relations is organized in a number of forms, depending on the nature of functions and the publics concerned. It also depends on its financial resources. These forms can be studied from the following organizational point of view.

### a. The Part-Time PRO:-

It is followed in those organizations and institutions, where the full-time public-relationing is not feasible. In

that case, usually the functions of Public Relations are entrusted to one of the executives of the organization, apart from his normal duties. However there are some defects in this system, as it essentially limits the scope of the Public Relations, and thus this system is not likely to meet real success in true sense and spirit of the word. The policy of appointing part-time Public Relations Officer is to be discouraged.

#### b. The Outside Counsellor:-

Among other low-cost of Public Relations organization is the appointment of the outside Counsellor. He is a person outside the firm, appointed to act and operate as a Counsellor and organizer. As a principle and rule, the outside counsellor is not expected to comprehend fully the requirements of the public relationing of the concerned organization. Hence his services are less likely to be utilized by the said organization. Moreover the said outside Counsellor may serve more than one customer, however not of the same type.

#### c. Public Relations Officer:-

This as considered the ideal organization of Public Relations, usually adhered to, in large institutions and business concerns. It is a full-time office, of public relationing in big concerns, where financial sources are amply available. As a full-time officer with independent office to run its affairs, he is fully empowered to utilize all his "specialized skill in securing public goodwill and understanding".

#### d. The Department:-

It is an accomplished and full-fledged department, wherein sufficient number of personnel are found to be working efficiently. In the department of Public Relations, a number of diverse aspects of public relationing are in operation handled by a good number of skilled and experienced staff. However full-fledged and independent departments of Public Relations are usually patronised and sponsored only by large business organizations, Semi-Government Institutions and Government could afford it. Besides regional Public Relations departments are established and maintained

in relation to their larger scale of activities and range of geographical distances, by the large-scale business concerns and the governments.

#### e. Criteria:-

Besides the above-said structure, the criteria of the structure size and scope hinges around the certain and definite factors, which can be summarised. First, a broad-based and a complete structure of Public Relations is a requisite for a government, a Municipal Corporation, a public utility or a social service organization engaged in Public service. Secondly, the structure of Public Relations department naturally coincide with the complexity of function of an organization. In case of a large-scale business concern, where there are the large number of consumers, stock-holders, employees, suppliers, distributors and dealers, the nature of the Public relationing will be broad-based and complex in consistence with the demands of the jobs. Thirdly, the structure and the nature of the Public Relations depends on the financial standing and status of the organization which desires it to own as a necessity. And in case of some institutions "or concerns or department, which cannot afford the expenses of a good-scale organization of public relationing, can mobilize their energies in a collective manner as to make their small Public Relations department enviously in an efficient standing and position. In that case, the sole purpose is to motivate the leaders, offices or directors of the said institution, which will enthuse them into working hard for the goodwill of their institution, under all circumstances. And behind the motivation lies the deep faith in the professed philosophy of public service and operation in public interest. It is the noble spirit which will mobilize even their small Public Relations department and pay dividends.

Today, Public Relations is truly considered a specialized art as well as a science. It is a universally acclaimed discipline and as a special science as it deals with the management of attitude and behaviour of the human beings. In view of its growing significance even in the under-developed countries like Pakistan, the staff or the

personnel of a Public Relations department is drawn generally from the former journalists, besides degree-holders in journalism and communication, or those who have earned experience in radio or television, advertising experts, sales promotional fields, commercial artists and those who have specialized knowledge in audio-visual aids etc. Despite the number of personnel fit and suitable for Public relationing from other departments or professions as listed above, all the staff enumerated above should have the elementary knowledge in the public relationing. Public relationing has embraced in its lap, a deep sense of professionalism and relevant set of rules and regulations. Therefore a strict conformity to the Public relationing can actually boost up an institution, or any slightest dereliction of duty can cause a colossal loss and even spoil the fair image of the whole organization. Therefore, it is incumbent upon all engaged in public relationing to strictly observe the elementary rules and regulations.

## 7. HISTORICAL PERSPECTIVE OF PUBLIC RELATIONS

The historical perspective of public relations can be examined and studied from the following points of view.

### a. Ancient Views:-

The entity of the public relationing naturally grew and developed with the history of the human beings from the times immemorial, as established from the earliest annals of human beings' recorded history. Its necessity was rightly felt and special representatives and reporters were appointment at the prominent places of the former empires, though the aims and objectives of the public relationing had been quite different as compared to today's public relationing. In the past, the objective to create awe-inspiring feelings and submissive habits and slavish mentality subjects, either by carvings on the walls of temples "projecting the image of the emperor in best possible manner", as practised in ancient Egypt, "using it as a medium for communicating all the laws to be obeyed by the people," as in ancient Rome. As said

earlier, the special reporter, emissaries and representative served the eyes and the ears of the emperors, as in pre-Islamic Iran. In ancient India, the principles of social behaviour through edicts were communicated by installing them at prominent places, frequently visited by the common man. In some other places and ancient countries, the socio-economic information was used to be disseminated at specially-held gatherings, as it has been learnt from Megasthenese system. On the whole, we gather that the art or the science in its earliest and crude form was practised and observed, even in the earliest inhabited societies of the world. The main objectives of ancient public relationing were surprisingly of unanimous nature and structure i.e. to impel and force the subjects into submission by making them to observe certain rules and regulations. The forms may have been purported to create awe-inspirational feelings, to create servile submission into unquestionless obedience, or to disseminate or communicate the existing or the newly-formed or newly-promulgated rules and regulations or laws. The objectives were achieved by drawings or by appointing the special emissaries, reporters or the representatives at prominent places far away from the capital of the country. In other words, the ancient emperors had their eyes and ears present in every nook and corner of the country, in order to be aware of the situations, events and circumstances with the sole objective to perpetuate their empires by all fair or foul means. The morality and the ethics of their art of communication as a part of the work system of public relationing, had never been the question of academic study and examination.

### b. Public Relationing in Muslim era:-

In the era of the Muslim history, we observe a drastic and revolutionary change in the department of public relationing and in the tools of communication between the rulers and the ruled. Mosques were the sacred centres of decisions-making through consensus of opinion after amicable discussions. Later on, with the expansion of the Islamic State, administration was carried on with a good net-work of news-writers or correspondents

directly appointed and responsible to the Caliphs. The appointment of these special emissaries were made strictly on the merit of piety, integrity, truthfulness. In the sub-continent, the Muslim Emperors took special interest in the network of correspondents and news-writers by making appointments in all the nooks and corners of their empire. The emissaries were usually men of high socio-economic status and they could not be pressurized, cowed down and bullied down from any quarter. The communication thus worked out, was of multi-purpose including political, social, economic and agricultural expeditions, which assisted in curbing the malpractices, corruption and oppressive policies and actions as well as taking rapid decisions and swift action to rectify all the wrongs in the empire. In the days of empires, the royal court was primarily the centre of communication, that was a representative assembly of all notables living in the metropolis and of special envoys known as "Vakils" representing nobles and Governors in the far-flung areas of the empire who kept their clients fully informed of all developments. As far as the common man was concerned, the decisions suitable to be announced and relating to him, were usually communicated through special couriers by the beat of the drum and by using the pulpits of the mosques.

#### c. Modern form of Public Relations:-

At last the despotic states and their peculiar form of administration gave in and submitted to the emergence of democracy and democratic administration in a good number of countries, which necessitated the introduction of information departments with a view to the crying need of the hour and the ever-increasing population. The industrial revolution, political consciousness of rights and duties, social programmes, labour problems and developmental issue brought forth the importance of the information departments. Besides other factors as urbanisation, trade union activities, increase in trade, all collectively paved the way to the establishment of information departments as well as the necessity of the Public Relations. Moreover "the business and industry and public utility services depended more and more on

public goodwill and understanding. As a result, Public Relations emerged as an art first in the United States and then elsewhere".

#### ✓ 8. PUBLIC RELATIONS AND MASS MEDIA

Public Relations and mass media are naturally and logically inter-linked and inter-dependent, as both of them grow-together and fall together. Public Relations requires the tools of Communication which are available in the form of mass media newspapers, magazines, radio and television etc. The revolutionary growth and development of mass media assisted the department of Public Relations, in gradual development from simple form to complicated and complex forms. The form of the available mass media naturally affected the texture of the Public Relations. First of all, the role of the newspapers underwent revolutionary changes both in its apparent make-up and printing and publishing techniques, but its circulation shot up into millions due to numerous other factors including the growing rate of literacy. Another important factor was the growing faith in democracy and democratic values, which ushered in an era of true freedom of Press. The Press freedom paved the way of propagation and presentation of a variety of views and more hostile and scathing criticism, ever observed and witnessed before. The electronic mass media, including the radio brought a conceptual and geographical revolution as far as their distances and situations were concerned. Radio turned the international frontiers and geographical distances into meaningless phrases and phases and brought information to the door of the common man. The powerful electronic means of communication made it possible through the communication satellites, to open new vistas and horizons, by bringing the viewers and audience closer to the sciences of action, in their houses. Television especially caused a real stir in the world of action and drama, and it attracted still greater audiences because of its dramatic nature and still more alluring innovations. We can view a match or any other scene, being placed and held in New Zealand or some African far-flung areas still in our homes. The whole world has been turned into an international society, where no one can live without feeling the impact and effects of occurrences nearby. The



repercussions of one event in any corner of the world are felt in the other corner within no time. In other words, world has been turned into a village, where information takes wings to fly in shortest possible period.

In the development of Public Relations with the growing mass media, grew a number of new and novel concepts of the social economic development of the relevant societies and the nations. Mass media roused the general masses to the new horizons of conceptual growth and new ideas of their development in several respects, rather its turned out the greatest channel and vehicle for advertising and propaganda. A kind of competition ensued among the mass media, which in turn, exerted hard to draw the attention of the masses, it was rather a race of attention. All these factors revolutionized the scope and range of Public Relations and it became incumbent to re-orientate the Public Relations on scientific lines. Its necessity and significance of its role was felt by all those who wanted to have a closer relationship with the publics, including the Governments, public utility services, social welfare organizations and business houses and industries etc. All of them joined in the said competition, and arranged to devise better means and sources to clothe new meanings and significance to the Public Relations, in consistence with the needs and requirements of the times. The peoples inhabiting the different parts of the world, could not lag behind and they justifiably raised their expectations towards the amelioration and betterment of living conditions. The peoples then expected the governments to devote more attention to their socio-economic development, raising of living standards, provision of better working conditions, better wages and more leisure and similarly a more equitable economic programme and system, which could give flip and boost their "Socio-economic development" Hence the attempt, by information, persuasion and adjustment, to engineer public support, for an activity, cause, movement, or institution"- (Edward L. Nernays). The governments too became aware of the facts to have close relationship and the economic amelioration of the masses. All these factors further widened the concept and scope of Public Relations, and soon there ushered in an era of two-way communication by employing all possible and available channels between the governments and the people at large. All

reformatory means and socio-economic progress could be implemented and advanced only through the close liaison between the people and the government. The range and the scope of Public Relations has widened so largely as to consist of the economic reforms, reforms in the system of land tenure, labour reforms, educational reforms and all other allied aspects of social and economic development of the peoples, not leaving behind their political rights and duties, cultural and traditional progress and advancement. In fact, there is not a single sphere of activity and department and walks of life, where Public Relations is not found to play its legal and legitimate role in the multi-dimensional progress and advancement of the peoples. Public Relations has now been recognized an institutionalized channel, necessary and indispensable for the socio-economic development of the people. It should however be kept in mind, that the socio-economic development depends on its three essential elements as peace, progress and prosperity. It implies that the art or the science of the Public Relations should be employed in the grass-roots in order to create an amiable situation where the socio-economic progress of the community is possible. In this context peace means the internal and external peace or in other words national security and maintenance of law and order, progress means a free play to the society to develop itself in the direction it likes. However progress may be interpreted in the cultural, social, educational and spiritual and economic terms and meanings. In a similar way, prosperity comes in when the economic progress embraces all segments of society and an equitable economic system operates in full. Hence the Public Relations has implicit and explicit significance and importance in the socio-economic development of the human society. Both are basically inter-dependent, rather Public Relations holds primary place in actually paving the way for the progress, by orienting and mobilizing the attitude of the people in right direction to work out a practice programme on justified, legitimate and solid grounds.

Public Relations plays a pivotal role in "Project Support Communication", which apparently seems against the interests of the people as it necessarily results in dislocation of peoples living in certain regions, as experienced in the building of Mangla Dam and Tarbela Dam. Sometimes, instead

of dislocation of peoples, it causes a disturbance in the patterns of living or changing people's habits and persuading the peoples to discard old values and adopt new ones. In such projects, actually implemented to cause socio-economic progress and advancement of the people and the country, Public Relations is introduced to launch campaigns to win the support of the people, called "Project support Communication". "Development is the deliberate introduction of a relatively massive disturbance in the lives, attitudes, work patterns, and socio-economic relationships of given groups of people, a disturbance deliberately telescoped, top, into unusually short periods of time. In these projects, it is necessarily incumbent on the executives to prepare the project community, to prepare the people, mentally and explain to them the objectives of the projects in all respects, to motivate the people to participate by highlighting the advantages and the different aspects of the project from national point of view, to introduce the community the specific innovations including production, work methods, environment-exploitation and management, hygiene etc. It also needs to be mentioned that Public Relations can be of great role in socio-economic development if worked with accuracy and full missionary zeal.

## 9. KINDS OF PUBLIC RELATIONS

The various kinds of public Relations, can be studied and examined from different aspects.

### 1. Political Public Relations:-

The political parties have to win the support of the people or to indoctrinate the people towards certain attitude of thinking, by introducing their programmes and their manifestos. Their whole campaign depends on the efficient establishment of Public relationing in the country. Public relationing is even the more important for the smooth functioning and introduction of their political objectives by launching a campaign of effective communication. The objectives of the political parties can be summarised as, to secure popular approval of their genuine policy and programme to launch membership campaigns, to launch campaigns for the collection of funds to promote their projected programmes, to maintain and establish close liaison with their

supporters and sympathizers and to utilize opportunities for the projection of their particular views etc. Political parties usually employ the following techniques in their public relationing as propaganda, pressure groups infiltration and crusading. Firstly propaganda coincides with the psychological warfare, political warfare, foreign information, mass communication, international communication, overseas information, war of wits, ideological warfare. No exclusively exhaustive definition is available, and present definitions simply either overlap each other, or supplement or reinforce each other. One of the definition states the propaganda, as "the planned use of propaganda and the actions designed to influence the opinions, emotions, attitudes, and behaviour of enemy, neutral and friendly foreign groups in such a way as to support the accomplishment of national aims and objectives". Viewed in this respect, propaganda basically affects the emotional set-up and feelings of the human beings, it exploits the human psychology rather than the human physiology. The objectives to be sought, are to demoralize the enemy and to introduce a series of processes to indoctrinate him, to keep the activities of the friends behind the enemies on stable grounds, and that its role in peace-time is limited to the job of building up credibility. Among the several tools of psychological warfare are, political superior, war-weapons superiority, and the propaganda, that is to manufacture a public opinion favourable to a single interest. Propaganda can be an official propaganda, and private propaganda and sometimes counter-propaganda is employed. These are several techniques of propaganda, Universally acknowledged, but that list does not exhaust here. In peace and war-times, propaganda is employed according to the situation concerned, in order to destroy the credibility of the people in their institutions, ideology and interests. Propaganda is intended merely to disturb and dislocate the said credibility of the people, to deprive them of their moorings, of their long-established faith and beliefs in their leadership and socio-economic institutions and political thinking. It is intended to deprive them from the fruits of their economic and political activities.

2. Pressure Groups:-

Another technique of political public relationing concerns the existing pressure groups with vested interests, in order to channelise their party programmes. Various pressure groups may represent the vested interests of the landlords, industrialists, religionists. Some pressure groups work under labels, and at times without labels. Through the technique of establishing pressure groups, the political parties accelerate overtly and covertly their vested interests and direct their programmes, through literacy, students and labour fronts. Another technique of political public relationing is advanced by "infiltration". Its objectives are to catch hold of certain non-political parties by the process of infiltration of their workers, in the literacy, student; and labour organisation. Infiltration assists in launching whispering campaigns against the rival party leaders. It is ushered in to introduce the manufacturing of public opinion through artificial means, as directing party members to despatch large number of letter and telegrams to the authorities in opposition to a particular measure, to editors of the newspapers in support of a campaign launched by the party, to take active part in a public opinion poll conducted by the newspapers and to despatch party based journals and other publications free to the intellectuals, editors and others. In short the process of infiltration is intended to mobilize the support and change in attitude of the people, in order to direct and canalize their oriented programmes in a particular direction and ideology.

Another technique of political relationing is called "Crusading", which is actually equal to win the support of the people by crusading social service projects. Crusading is to secure peoples goodwill, by actively taking part in the assistance of the affected people in local and national calamities. Organised relief measures are introduced besides opening of free dispensaries, free hospitals and provision of amenities for patients like books, magazines etc. It can be described as crusading folk social welfare.

3. Government Public Relations in Pakistan:-

As described and explained in the foregoing pages, Public Relations holds a unique place in the private sector as well as tile public sector. It has recently assumed the role of an indispensable component in the sub-structure of the governmental machinery. Public Relations has consolidated its place in all forms of governments, whether it is despotic, democratic, autocratic and authoritarian. Its uniqueness, singularity owes to the fact that the very survival of a government ultimately depends on the Public Relations, which mobilizes and motivates the people and "the publics" to approve the policies of the government and seek their close cooperation in the further processes of actual implementation. Public Relations have been existing and being practiced from times immemorial, with the exception that the tools and principles have worn new meanings and new versions and especially the tools of communication have assumed new dimensions and similarly a new technology has been invented in consistence with the demands of the times and circumstances and the new situations. In order to grasp the meaning and scope of Public Relations, we should distinguish between the terms of "information" and "Public Relations" Though both the terms are widely used in their synonymous sense, but the term of information entails some innocence of intentions and an objectivity as it is a conscious act and naked effort to cultivate the public in support of the government. Both the terms are utilized to build up of a favourable image of the government and to secure the popular support and cooperation in the process of implementing the policies. They are also employed to negate and nullify the adverse effects of the propaganda and conduct a system of continuous feed-back. The objectives of both information and Public Relations to place the policies, programmes of the government in invulnerable position, to win popular support and cooperation for government, besides examination of the reaction and adverse effects in order to facilitate and enable the government to change its policies to some extent, to be more acceptable to the general masses of the people.

## 10. STRUCTURE OF PUBLIC RELATIONS

Different patterns in the structure of Public Relations are adhered to and followed according to the merits and suitability and especially the traditions and conventions of the concerned countries. In Pakistan and other developing countries, there is the Public Relations Division, named as ministry of Information and Broadcasting. In the second pattern, especially in the developed countries, Public Relations departments are attached to all ministries, while there is a central office of information which is responsible and accountable for the co-ordination of their activities. The central office of information is responsible for the production of all publicity materials. A prominent example of this pattern is followed in United Kingdom. According to a writer, "In the U.K. each minister is responsible for the public relations policy of his own department. Over thirty government departments have public relations division; They maintain relations with the Press and Broadcasting services and also plan the publicity output of their departments. For the actual production of the publicity material and for technical advice they look in general to the central office of information (C.O.I) which is a common service organization." "The C.O.I is organised on a craft basis so that experts are available in every sphere. The alternative would be for each Ministry to have its own specialists an ideal that would be costly, even if sufficient experts were available. There would also be limited scope for promotion within a ministry. It is also probably true that specialists in public relations do better work if they are in constant touch with doing information work"

"The C.O.I supplies departments with technical publicity, advice, maintains a number of distribution services which they need in common and produces, finished materials as films, press services, photographs, publications posters and exhibitions....."

### i. Features of Organisation in Pakistan:-

The historical perspective of the Public Relations organisation and its main features are outlined below:-

## PUBLIC RELATIONS

- ✓ i) In December, 1974, the Ministry of Information and Broadcasting was disbanded in Pakistan. A new pattern resembling the British one, was adopted.
- ✓ ii) The underlying objectives of the change were to introduce a truly professional and function oriented organization in place of a mere symbol of conventional and bureaucratic structure. Another objective was that it was not possible to establish the Division of Information on par with such Divisions as those of Law or Interior.
- ✓ iii) Accordingly, a Federal office of information has been established as per dictates of the new set-up and pattern. Under the new pattern, the Information Division has been put under the control of the Prime Minister, "but the direction of the information activity is the function of the Executive Board of the Federal office of information under the chairmanship of the Special Assistant to the Prime Minister for information.
- ✓ iv) Moreover the Board comprises of senior officials of the Information Division as well as the chiefs of the Pakistan Broadcasting Corporation, Pakistan Television Corporation and Pakistan National Centre.
- ✓ v) Public information has been entrusted to the custody of an Additional Secretary (Information) with the over-all control by Secretary of Information.
- vi) With bifurcation of the old departments, the following new department have been created.
  - a. Reference Department, which is entrusted the job of dealing with current day-to-day material.
  - b. Research Department, it is entrusted with the job to work on long-term and substantive projects.
  - c. News-reels or Documentaries Department.
  - d. Publications Department.
- vii) In the new set-up, the Press Information Department as well as the posts of Principal Information officer and Deputy Principal Information officer were abolished. In

their place, the Additional Secretary, Public Information has given the charge of two important functionaries the Chief Editor for Coordinating the public information activities of the Federal Ministries and the Chief News Editor who holds the charge of Central News Desk in round-the-clock operation.

viii) Moreover, a major part of the Public Information Department's professional staff has been divided into three sections as detailed below:-

- a. **Economic Affairs Section:-** It has been entrusted with the execution of professional functions with the Ministers of Finance, Planning, Economic Affairs, Industries, Communication, Food and Agricultural, Production, Fuel, Power and Natural Resources, and commerce.
- b. **Social Affairs Section:-** It has been given the charge to look after the requirements of the Ministers of Labour, Health, Social Welfare and Population Planning, and Education, Culture, Science and Technology.
- c. **General Publicity Section:-** It was entrusted with the duties and functions to work for the Minister of interior, States and Frontier Regions, Law and Parliamentary Affairs, Religious Affairs, Provincial Coordination and Establishment.

Besides the staff, professionally well trained and experienced, attached to above-said sections, are required to take active part in the decision-making and, that they are fully responsible for the translation of the technical material into terms understandable or easily intelligible by the common-man.

- ix) Furthermore, it was decided not to interfere in the present existing set-up of the Department of External Publicity and was allowed to keep its status quo, by functioning in the foreign office. However it was decided that its functions will be coordinated with these undertaken by the Federal office of Information.

### جی. Advantages of New Set-up:-

With the introduction of new administration and organisation of Public Relations Department, the following advantages were envisaged and calculated as detailed below:-

- a. It will plug up all those lacuna which used to assist to build-up of the personality of a minister at the expense of other.
- b. It will grant equal opportunities to all the ministries, avoiding over-emphasis on the publicity of one Ministry, and under-emphasis on the publicity of another.
- c. The new-set-up shall assist in creating suitable atmosphere, wherein all federal ministries would feel closely linked with the entire information set-up.
- d. The new set-up the Federal office of Information to create confidence in various segments of administration, fully-satisfied with its administration of publicity. The Federal office of Information has been placed under the direct control of the Prime Minister and directed by a representative Executive Board.
- e. However, there is a great "dis-advantage" or "flaw" in the new set-up of Public Relations organization. There is no provision or arrangement for a proper feedback or there is a complete absence of two-way flow of communication. Traditionally the newspapers are depended to gauge the reaction of people and to evaluate the public opinion, but newspapers are not fitted for a sufficient feed-back. In this connection it is a regrettable fact that newspapers are chiefly confined to the cities and that too, to the same literate community and the majority of population, lives in rural areas whose reaction and opinions remain neglected and unevaluated. Newspapers are not in a position to provide reactions of the semi-literate or illiterate urban population. As such any organisation or agency depending on the newspapers to gauge the merits and demerits of the public opinion, is most likely to meet failure, unless and until there is a two-way traffic of information. Under these circumstances,



it is thought that the Federal office of information will have to establish some research agency sooner or later, in order to arrange and manage for a proper and representative feed-back. Probably, it may take the form of an institute of Mass Communication, with social scientists as trained and experienced staff in the techniques of opinion poll alongwith a large number of research workers who could go to the rural areas. It will enable the institute to employ its conclusion after research "to advise the government on public reaction to national policies and suggest lines of action and Counter-measures to public attitude emotional or otherwise".

## 11. THE COMMUNICATION GAP

The basic functions of Government Public Relations are of two kinds the "Outward" and "inward". The "outward" function of Public Relations comprise of the projection of government activity and policy on given subjects affecting the "publics" or people, with the objective of explanation of legislation, orders and regulations, besides securing the understanding and cooperation of the people or any segments of the people in order to promote and further the aims of the government. The outward functions can be named as Public Relations including Press relations, information and publicity. On the other hand the "inward" function are known public relations in reverse, which basically provide guidance about the problems, feelings, anxieties, misunderstandings and the favourable and unfavourable reactions of the people to new legislations, measures, actions and policies issued on behalf of the government.

The inward function of the Public Relations is to seek the adverse effects and favorable reactions to the governmental measures and policies. As such inward function and outward function of the Public Relations is actually a shape of two-way flow of information and communication, which proves the solid grounds for the public relationing. It is the stage where "the inward function of the Public Relations bridges the Communication gap". Hence, whereas the outward public relationing aims at building a favorable climate of opinions for the government, the inward function of Public Relations is

advanced to see the reactions, effects of peoples in order to make timely adjustments or alterations etc to make government policy more intelligible, understandable and more acceptable. Without this phenomena of outward and inward function of the Public Relations, its objectives can never possibly succeed. It is essentially the two-way flow of communication and information, which allows the willingness of the government to adjust her actions and policies according to the requirements of the peoples. Another requisite to bridge the communication gap is to retain the credibility of the media of mass communication, by presenting both sides of the picture. The credibility of the media of mass communication is endangered, if the facts are blacked-out or distorted, and the people begin not to believe even the good points of the policy of a government. It the process of outward function of Public Relations and especially too much emphasis, is most likely to build up the "personality cult" without any thought and evaluation of the inward function of the Public Relations, which invariably results in repulsion and "acts as a boomrang leading to disastrous consequences as witnessed in the era of president Muhammad Ayub Khan. In the succession of this line of thinking, Government policies and actions require accurate presentation, and any kind of deviation, distortion black-out of facts or any exaggeration is likely to cause discredit and credibility gap which can never be repaired or plugged by any way or method. Hence it requires great care to convince the people of the good intentions of a government. In this connection, the future intentions do not serve the purpose of Public Relations. "Emphasis should be placed on what has actually happened, and what material advantages have accrued to the people.

It is incumbent and obligatory on the inward Public Relations to complete its course and relevant obligation conscientiously. The inward, Public Relations involves research which gives rise to a feed back, which implicitly assists in re-orientation of policies. The objective of the whole process and exercise is to obtain a greater goodwill and understanding between the government and the people. It the Process of creating goodwill, understanding and a favourable climate of opinion, not only Public Relations officials take part but it is the responsibility of all government officials.

### a. Pre-requisites of Good Public Relation:-

There are some pre-requisites of successful government public relations, which are enumerated below:-

- a. First of all, the basic policies should be presented and announced, in a clear-cut and precise manner. In this connection all officials and the ministers should be bound to adhere to in letter and spirit.
- b. It is obligatory on the key man in authority to make written speeches to avoid faulty impressions, in case oral statements and speeches are made.
- c. It is incumbent on all the government to get themselves acquainted with the fundamentals and rudiments of Public Relations in order to make collectively a concerted attempt to improve the image of the government.
- d. It is imperative that the ethics of public service should be followed and adhered to in true sense and spirit by the entire Public Relations set-up as well as the other government personnel make inculcate the government view-point in private as well as in public. And deviation from ethics of public service is most likely to do damage to the image of the government.
- e. Before the announcement of the policy considered important, the personnel of the Public Relations department should be taken into confidence in order to let them prepare themselves physically and mentally to launch the campaign relentlessly and in true dictates of the principles of the public Relations. The Personnel should be allowed enough time to prepare themselves rather than hasty preparations which will make them fumble in the darkness, and do damage to the cause of the Public Relations as well as bad name and disrepute to the plannings and policies of the government. A well-planned and consummate policy shall enable the man of Public Relations to think out the solid measures and steps to inculcate the government point of view. Its most prominent objective is to create good-will and confidence and understanding with the publics by establishing cordial and introducing professional ethics

of proving the righteous attitude of the government, which desires better means to ameliorate and better the fate of the general masses. In short, it is the thinking based on right cause is actually at stake, and any deviation or distortion or dilly-dallying policies shall result in the loss of credibility and the gap of communication which the governments cannot afford in modern times.

### b. Criteria of Governmental Public Relations:-

In letter and spirit the function of public relations in government is essentially non-political, and has to perform two basic tasks. Firstly, it shall outline regular and precise manner the information on policy, plan and achievements of the department. Secondly, it has to render service by providing information and education to the public on legislations, regulations and all matters that are likely to affect the daily life of the inhabitants. In the performance of these functions, each minister is held responsible for the public relations policy of his own department, having a cell which is responsible to maintain cordial and close relations overlapping functions of public relations, a policy of co-ordination of services is followed with press and broad-casting services. In case of overlapping ordination of services is followed.

### c. International Public Relations:-

International Relations exists between the independent states or countries of the world, a broad-based programme between people to people. International public relations revolve and hinge on the vital interests of the countries in the world, besides with the objective to improve its image in the minds of the inhabitants and citizens all over the world. These international public relations usually are attached and weighed on the political and military status of a country as well as of its economic resources. The size and nature of these relations coincide with the relative resources of the countries concerned. The objective of the small country and the big country differ in nature and structure. The objectives of a small country can be summed up as to project its historical, cultural and geo-political importance, to advance arguments to establish the righteousness of its stance on various international problems, issues and disputes, to foster

friendship with the big powers and convince them of the stability of their political and economic system so as to invite any hostile effects as towards their approach and investment and profits.

On the other hand, the objectives of the big powers in international public relations are of multi-dimensional nature, as to, win and create good will by giving them economic and military aid, and they are interested to launch cultural inroads to convince the world of their good-will to the humanity at large and their engagements and involvements in various sphere of life. Big powers utilize the several media of communication as radio broadcasting in external programmes, in various languages, with owning the high-power transmitters, the employment of satellite like "telstar" to convey their programmes all over the world, by releasing motion films depicting and projecting their culture as well as other documentaries, and introducing their major journals and magazines besides cultural and educational exchanges.

Besides the above-cited tools of communication, in every country are situated all embassies, advancing and projecting their own individual country programme, in the form and shape of news releases, propaganda items, news features and articles, journals and newspapers as background material, books besides photographs, diagrams, maps, cartoons, buy space in the local newspapers for publication of propaganda material etc. On individual levels, embassies operate libraries, film shows, cultural and educational exchanges, besides publishing magazines and their free distribution. Similar material is sent to educational institutions, social organisations, politicians, intellectuals and other people etc.

#### d. Social Welfare Public Relations:-

Social welfare public relations are operated by the non-profit organisations. These organisations arrange and operate their activities for social welfare, development of civic sense, charitable activities, maintenance of orphanages, and homes for the disabled members of the society as well as for widows, promotion of education, disseminations of religious teachings and beliefs etc. Their sphere of activities is quite different and distinct from those of industrial and commercial organisations. With a cursory purview of its social sphere of activities, these

require the constant attention of the people, and hence the need of public relationing. In this these organisations utilize the services of the newspapers, radio, television, publications, speeches, seminars, conferences and exhibitions to keep close liaison and to communicate with the public. Its objectives to maintain public relations, are summed up as, to increase membership in the organisations, to aid in fund-raising, to recruit voluntary workers, and determine the attitudes of the public towards their programmes, to interpret the objectives, practice policies and accomplishments of the organisation to the public, and to secure legislative support for the measures of the social welfare organisations can be handled by part-time public relation man or a full-fledged directorate. The groundwork of an organisation of social welfare are laid, by establishing an organisation, determining its objectives and policy, conducting opinion research, choosing media of communication, preparing communications, social welfare organisations usually use two kinds of media of communication, as internal one comprising of annual or bi-annual reports, manuals and hand-books, pamphlets, periodicals, bulletins and reprints of the public relations articles. Internal media of communication is intended to apprise its members and seek their corporation in communicating with the public. External media of communication is mainly intended, for press publicity in newspapers and magazines, motion pictures and cinema slides, radio and television broadcast, publications, periodical advertising, conferences-conventions annual and centenary or silver jubilee celebrations, displays and exhibits and public speaking, speeches to be made by the executives and members of the welfare organisation on major topics.

#### e. Business and Industrial Public Relations:-

It is a wide term, and entails many dimensions which need to be studied in a separate, as employees relations, stockholder relations, distributor-dealers relations, supplier relations consumer relations and community relations. Public relations like other fields, also plays its pivotal role in the business and industrial enterprises.

#### i) Employees Relations:-

In a certain industrial and business enterprise, the two-way flow of communication usually ensure, as from employees

to the management, and from management to Employees. According to Canfield, "Good employee relations means securing the understanding and respect of the people concerned with a company by explaining to them something of the company's policies and intentions and by acting in the employees interests. It also means giving the people connected with the company and opportunity to express some of their opinions and to reflect to management the views of the public". In view of its two-way flow of information, we may study and examine from the following points of view.

#### From Management to Employees:-

In this formation of the two-way flow of information and communication, we should examine first the interests of the employees, the information he seeks may be included, as:-

- 1) Background on present organisation of the Company.
- 2) Employee should be informed fully, how products are made and where they go.
- 3) It is the right and privilege of the employee to be informed of new policies, that essentially and basically affect the employees:
- 4) It serves best, if new products are introduced to the employee in well advance of time before actual merchandising in the markets.
- 5) Employer should inform the various expectations he keeps in his mind from the employees in clear precise terms.
- 6) Employees are highly interested to know the potentialities and chances of promotion and advance in the said business enterprise.
- 7) It is the right and privilege of the employees to be informed about the company's financial standing, income and its profits and losses.
- 8) They even want to know the various facilities to be provided to them by the employees, both in short-term and long-term.

#### Principles of Employees Communication:

The above-cited information which the employees seek and is involved in the process of the employees relations, can be conveyed only if the fundamental principles of employees communication are adhered to. Some of the said principles are enumerated as below:-

- 1) Employees relations can be materialised only, if management must be genuinely interested and willing to impart information to the employees. There is no Compulsion.
- 2) Employees should be invited to present their suggestions, which shall be the basis of true exchange of views.
- 3) Employees are not expected to be men of deep learning, some of them are semi-literates and some may be completely illiterates. As such, communication should be expressed in a manner easily understood by the employees
- 4) It is expected of the employees to furnish all necessary information to the employers in most accurate manner and well in time.
- 5) The management should take a possible steps to introduce or induct all the necessary information in small doses, to be easily digested and understood in unambiguous terms.
- 6) It is necessary to let the employees comprehend fully and understand the points by repeating them again and again, in different forms. It forms an essential principle in good employee communication.

#### Methods of Communication:-

In this process of employees relations, two general methods of communication are employed.

**Firstly,** Word-of-mouth or personal communication. It comprises of channels through superior or foreman, public address system, meetings of management and employees, individual conferences with foreman and supervisors and visit by key executives to departments.

*Secondly*, Through printed and graphic media or communication, which includes management letters or bulletins to supervisors and employees employee publications like hours journal, bulletin boards, product exhibits, annual and interm financial reports, employee hand-books and manuals, employee reports, motion pictures and slides.

#### i) Employees to Management:-

It is the second process in the two-way flow of information and communication. Its main objective is to mobilize a proper understanding on the part of management of the workers views. His views may consist on matters relating to his job, his company and its policies. Accordingly a chart of practical methods has drawn as a standard guide.

- 1) The management should seek timely counselling from the employees.
- 2) Management can sponsor a practical programme and survey, in order to elicit employees attitude through personal interview, questionnaires and communication of both methods.
- 3) Management should devise proper ways and methods to handle the complaints and grievances of the employees either through direct contact or through trade unions.
- 4) Management should be polite and courteous enough to invite the employees to pay visit any time. The employee should be allowed to meet the owner or manager for any discussion.
- 5) Management should not only invite but welcome the suggestions of the employees, and pay full consideration to them in proper manner to satiate the employees.
- 6) Management should make arrangement for opportunities amply thrown to the employees to sit down together to level out the matters besides arranging discussions on matters of mutual interest.

#### ii) Stockholder Relations:-

Stock holder relations entails the promotion and advance of sound financial policies in the share-holders interest. It too

attunes to the two-way flow of communication and information. The underlying objectives are to understand the stock-holders and confidence, stimulation of their pride of ownership and winning of their cooperation in promoting their company's welfare. According to the experts, the fundamental of stock-holders communications are outlined, as,

- 1) Information should be rendered in non-technical terms so as to be intelligible.
- 2) The process of the communications should be continued in a proper manner to maintain some sort of regularity.
- 3) Financial standing, position and statements should be provided in popular illustrative form and shape.
- 4) Personal contacts are appreciated highly.
- 5) The flow of communication should be whole as a unit, and not in selected form, whether the news are good or bad. "Communication media should consist of both printed and visual, such as periodical reports, notices of meetings, stockholder magazine, annual report advertising, correspondence, financial publicity, booklets, and folders, films, promotional literature and reports of votings.

#### Oral and Personal Methods:-

They may be enumerated as below:-

- 1) Annual stockholders' meetings.
- 2) Regional meetings.
- 3) Plan tours.
- 4) Personal interviews.
- 5) Opinion research are also conducted in order to know the reaction of stockholders to various policies.

#### f. Distributor-Dealer Relations:-

In these peculiar relations are included those relations essentially related to business alone, as increasing sales, assistance in advertising goods and establishing a relationship based on partnership for furthering mutual interests, and promoting business relations. Dealer is the person who is in a



position to foster friendly relations rather close business relations with the customs direct, and can serve as a connecting bridge between the manufacturers or distributors and the customers.

#### Services of Manufacturers:-

As a way to promote the business, the manufactures takes all steps to establish and maintain most amicable relations in the traditional chain of business. These services include:-

- 1) Advertising assistance and Counsel.
- 2) Sales assistance and Counsel.
- 3) Mechanical service assistance.
- 4) Management assistance and Counsel.
- 5) Community relations Counsel.

#### Methods of Communication:-

In these particular distributor-Dealer Relations, the conventional procedure of planning in Public Relations is properly processed, namely setting up of objectives, after intensive and extensive research and then wisely selection of media of communication. In this connection, three-dimensional methods of Communication are adopted, including as :-

- 1) Individual personal Communication.
- 2) Group personal Communication.
- 3) Impersonal printed or visual methods of Communication.

As to the detailed explanation, the impersonal printed or visual methods are as follows:-

- 1) Dealer magazine:-
- 2) Trade magazine advertising and publicity.
- 3) Dealer management manuals.
- 4) Booklets, folders and literature.
- 5) Correspondence,
- 6) Annual report to the dealers.
- 7) Exhibits and displays.
- 8) Awards to dealers. \*

#### g. Consumer Relations:-

This is one of the widest concept of relations which factually involves the whole population of the country in its range, because each and every citizen uses goods and utilizes the services of the business concerns. In this sense, the entire population of a country basically forms the consumer public. Viewed in this prospective, the consumer public includes rather comprises of not only those who actually use or consume the finished goods. It also consists of those manufacturing units and concerns which are consumers of raw materials, parts and the supplies. In this sense, the entire population of a country forms the consumer public. Hence the success and the failure of the manufacturing concerns depends on the attitude and the nature of relations which they advance to attract the consumers depends on the attitude and the nature of relations which they advance to attract the consumer public in true sense. They take care in putting the interests of the consumer public before taking vital decision and policies and then operating them. Here the importance of public Relations props up in full light, which studies and examines the interests, habits and activities of the ultimate consumer". Its success depends upon the quality of goods and services, the reputation of the company and on fair price and prompt delivery.

#### Consumer Groups:

The study of the different consumer groups have to be taken notice of, in view of their diversity of interest, their peculiar and individual problems and perspectives and different approach.

##### 1. The Woman Public:

This peculiar consumer group basically forms one of the biggest consumer group, with their special and singularly different interest. It will not be incorrect to state that this consumer group largely controls the special interests, fashions and purchaser of products and services. The woman public is said and even claimed to be the most potential group of trend-setters, and wields great influence on the consumption of products.

## 2. The Youth Public:-

The chief characteristics of this important consumer group use, that they do not possess a great purchasing power and having volatile temperaments as to the fashion and trends-producers. This group has to be taken into consideration regarding their interests, beliefs and trends, in order to establish better business relations with a view to their present needs and requirements, and to their future requirements.

## 3. The Industrial Public:-

It is one of the most important group which is concerned with the creative, finishing and ultimate productive processes. "It includes the extractive and processing industries, the construction, transportation and service industries and commercial enterprises, such as whole-sale and retail establishments".

### Objectives of Consumer Relations:-

As to the saying of Canfield, "Good consumer relations takes into consideration consumer interests and involves the adoption of sound management policies to serve those interests and the interpretation of corporate policies to give consumers a better understanding of the products, problems and economics of the Company".

With a view to close study and examination of consumer relations, its main objectives can be summed up, as enumerated below:-

- 1) Consumer relations entails and emphasizes on the provision and supply of accurate information regarding the quality of products and services.
- 2) It is one of the characteristic and the necessary requirements of the consumer relations, that all the products should be labelled in intelligible words all the specific data besides the gradation of the standards.
- 3) It is the implicit feature of good consumer relations to attend to the queries of the consumers and handle all their complaints in a satisfactory manner, by noting down the deficiencies and making analysis of their

complaints for future plannings and for the policy of improvisation.

- 4) It is imperative for the business concerns and business houses to conduct proper research methods into the products and the tastes and habits of the consumers.
- 5) Consumer relations will proper and progress if the products are priced reasonably, quite consistently with the quality of the goods. This objective can be attained by eliminating the waste in production and distribution.

### Methods of Consumer Relations:-

The greater output of finished products naturally depends on the quality of the products, besides the Consumers' Confidence in the manufactures' or sellers' reputation. This fact warrants the Communication of more and more information about the manufacturing concern should be given to the ultimate consumers, which shall largely assist to improve and better its image among the consumers. Besides it is necessary to provide specific information about the products in order to boost up the sales and marketing besides improving the sales promotional activities. Various methods of consumer relations are adopted to achieve the said objectives, as enumerated below: -

- 1) All the factors operating in the products of quality goods should be displayed, with their distinctive features and characteristics.
- 2) All details regarding raw materials regarding production method and quality should be incorporated.
- 3) The processes of manufacturing, including the laboratory tests usually tend to create credibility in the business concern and their products.
- 4) Development of product or service.
- 5) Supply of product entails regularity of supplies, spare parts, replacements and servicing.
- 6) Service and maintenance.
- 7) Variety availability is to be ensured.

8) Standards of quality, with special emphasis on gradation on the basis of quality, size and measurement.

9) Competition position-with the products of similar nature, produced by other business concerns and companies.

#### 10. Product Performance:-

All information regarding cloth, colour, shrinkage as well as packing contain the ingredients to boost up the sales and to consolidate the consumer relations.

#### 11. Consumer Information Services:-

These services aim at guiding the consumers to judge and test the quality of goods and services and then to guide members in selection of products. These associations are found in advanced countries, who even take up the job to certify certain types of products. Even there are magazines especially the women's which render guidance services to its members.

#### 12. Consumers Research:-

These researches are launched in order to acknowledge the desire, requirements of the consumers and the products. They are expected to probe into the expectations and the improvements in the products.

#### Media of Communication:-

The various forms of media of communication used in the Consumer relations are as follow:-

- 1) Employee-Consumer Communication.
- 2) Executive Consumer Communications.
- 3) Staff-Consumer Communication.  
(Professional speakers, Consumers).
- 4) Plant visits by Consumers.
- 5) Radio and Television programmes.
- 6) Informal visits with Consumers.

Besides, these are the printed or impersonal methods frequently utilized in the Consumer relations.

- 1) Publicity.
- 2) Motion pictures.
- 3) Exhibits and demonstration etc.
- 4) Periodicals.
- 5) Correspondence.
- 6) Advertising.

#### i) Community Public Relations:-

This is one of the most important type and kind of public relations followed by the members of the community residing in a particular territory. It is pertinent to define the Community, which according to Canfield is, "A group of people living in the same area for purposes of work, play, worship, learning and social satisfaction. To satisfy their basic needs for a food material, spiritual and social life, people have established in Cooperation with their neighbours such institutions as churches, scholars, factories, stories, government and social service organisation". According to Dwigth Sanderson, "The Community includes not only individual persons, but the organisations and institutions in which they associate. The real Community is the devotion to common interests and purposes, the ability to act together in the chief concerns of life".....

Another definition states it, "Today Community life is organised along the lines of interest groups; whether the interest is in lower tax, higher wages, a new civic auditorium, attraction of industry, cultural facilities, or whatever".

Community Public Relations may take the form of education, health and social service. The big industrial and commercial organization cannot possibly avoid their responsibilities to ameliorate the social affairs nor can they confine their activities to their commercial fields alone, they come forward with a number of social programmes for the betterment of the people. Such activities, however pay high dividends by improving their image as devoted to social causes and utilities.

**Basic Grounds:-**

Community public Relations of a good industrial concern are usually based on the following four points.

- 1) "Have right by treating employees fairly, pay good wages, providing benefits and contributing to the local Charity".
- 2) "A positive effort to build favourable community relationships is not to do goodism. It is a profitable investment of the money and time it takes, community relations a something for something preposition.
- 3) "Good relationships are the product of responsible Community citizenship adequately publicized. The best company or industry in a community not the one which pays the highest wages but the one which "did most for the town".
- 4) It is imperative for big concerns and industrial units to share their information of their industries, share them or the employees with the objectives, plans and problems and also the contribution to the Community. "The Continuous, in tracking flow of the opinion process starts at the top of an organisation and flows downwards through the ranks and then out into the community. Workers reflect community attitudes on the job and reflect job attitudes in the community where they live each day return home each night".

**Two Schools of Thought:-**

Community relations have been channelized and interpreted, studied and examined from two points of view.

First school of thought holds, "that full obligation of the organisation in the community is discharged by providing jobs and paying wages and taxes. They insist that civic projects, educational problems and welfare financing should be left to the community".

The second school of thought on the Community public relations holds that "Dominant organisation should welcome responsibility in all phases of local citizenship".

**Scope:-** The feelings of rendering Social services to the Community is fast dawning in less or under-developed

countries. It is no more thought and considered that the contribution of rendering social services to the community is no more the sole responsibility of the state or its various departments or professional organisations, the big industrial and commercial units and concerns should come forward to launch social programmes to boost up the community in many aspects.

The prominent fields in which community relations are likely to be implemented are enumerated as below:-

- 1) Legal aid for the poor.
- 2) Measures for mental hygiene.
- 3) Steps for adult education.
- 4) Child development and parent education.
- 5) Health and nursing facilities.
- 6) Recreation and cultural activity.
- 7) Unemployment problems.
- 8) Vocational rehabilitation.
- 9) Youth services, and
- 10) Facilities for the aged and the disabled.

In Pakistan, some big industrial and commercial enterprises and concerns have practically taken proper steps for social services to the community. Some of the fields, in which practical steps have been taken are mentioned below, as,

- 1) Establishing educational foundations.
- 2) Opening and maintenance of hospitals.
- 3) Opening of some dispensaries.
- 4) Establishing some educational institutions as schools and colleges.
- 5) Rendering ample financial assistance to the universities.
- 6) Financial assistance to the universities and other professional institutions for the purposes of research operations.

**Forms of Communication with the Community:-**

The following are the different channels and forms of communication with the community.

- 1) Cultural leadership-including the music, drama, paintings and exhibitions etc.
- 2) Educational facilities and assistance.
- 3) Aid to health various facilities.
- 4) Aid to agriculture including research and advice in seeds and fertilizers etc.
- 5) Service to the youth of the community.
- 6) Civic improvement.
- 7) Social and charitable assistance.

**Channels:-**

For the service to the Community public relations, the following prevalent channels are usually utilized.

- 1) News-papers advertising.
- 2) Television and radio advertising.
- 3) Press, T.V. and radio publicity.
- 4) Public speaking.
- 5) Opinion leaders meetings.
- 6) Visits to Community institutions.
- 7) Contacts and liaison establishments with the employees.
- 8) Motion pictures.
- 9) Exhibits and displays.
- 10) Annual reports and direct mail.

**Advantages:-**

The advantages of Community relations are stated as mentioned below:-

- 1) Community public relations fosters Closeness and relationship with the employees and the community

which naturally leads to better good-will and moreover lessens rather alleviates the trends to. adverse effects and criticism.

- 2) Community public relations naturally leads to better business prospects by improving the image of the industrial concern. It can be stated that these social services are a part of sales promotional activities.
- 3) Community Public relations leads to better relations between the employees and the employers, which mitigates the bitterness in case of clash between the labour and the employees. Its image in social services to the Community stands in good stead, and as such normalization of situation is soon restored.

**13. ETHICS IS PUBLIC RELATIONS**

It cannot be gainsaid that ethics of every discipline is a must, without which distortions and dislocation shall ensue, which shall generate the credibility gap, likely to mar the whole concept of public relations or any other discipline in the world. The concept of ethics cannot be said to something static, uncondutive to the changing circumstances and demands of the times. No iron-clad and hard and fast rules and regulation can possibly be prescribed. The ethics and morality are significant in the continuity of the process and its credibility. However the ethics are most likely to undergo the process of transformation, whereas its basic principles go on unchanged and unaltered. Even in international field, there are some code of ethics to be adhered to, in order to keep the affairs in straightened form and shape. There are codes of ethics in private life, public life, international life etc. These codes of ethics of are especially prevalent in professional fields like public relations. Similarly there are professional codes of ethics for the doctors, lawyers, teachers, and business and the members are expected to follow them and adhere to in strict sense of the word. "Those working in the mass communication media, need it all the more as their conduct affects millions of people. So, we have codes of ethics for the newspapers and other periodicals, for the proprietors, for the editors and for the working journalist as well as for the advertising agencies. For radio, and television, there are separate codes, and for the



film, the code of Film Censor. "There are many agencies which have been designed to implement the said codes of ethics, as Press Courts of Honour, Press Councils, the Boards of Film Censor etc".

Similarly, the professional organisations of the public relations practitioners have formulated their own codes of ethics which serve a dual purpose namely to regulate their conduct towards each other and towards the internal and external publics they serve. In this particular fields, there are more than one code of ethics in the world.

1. The first one is the code of professional standards for the practice of Public Relations adopted by the Public Relations Society of America and the code of professional conduct agreed upon by the institute of Public Relations of the United Kingdom etc.
2. These codes of ethics closely resemble each others, as they preclude intentional dissemination of false or misleading information, any practice likely to corrupt the integrity of the channels of public Communication, precluding the fostering of some special or personal interest in place of announced case, promoting or representing some conflicting or competing interests, unfair achievement of business through selfish and biased advertising, accepting fees or commission from those other than one's employees etc etc.
3. The members are expected to conduct professional activities with respect for the public interest. They are required to deal fairly and honestly with the clients, follow members and the general public.
4. The members are expected to maintain standards of truth, accuracy and good taste, to safeguard the confidence of both present and former clients or employees.
5. They are required to cooperate with other members in upholding and enforcing the code.
6. International Public Relations Association, at its general meeting at Venice in 1961, adopted its own code of professional conduct, amalgamating the

substance of the former British and American codes of ethics, with the exception of the following, as,

- a. Personal and professional integrity.
  - b. Conduct towards clients and employers.
  - c. Conduct towards the public and the media,
  - d. Conduct towards the colleagues.
7. "Code of Athens" was the most popular code of ethics, adopted by the general moot of the International Public Relations Association held in Athens in 1945. It was considered the most Comprehensive, all-embracing and more general. Its full text is reproduced below:-
- "Every member of I.P.R.A must endeavour,
- a. To contribute towards the realisation of those moral and cultural traditions which will enable man to enjoy the inalienable rights which are recognised as his in the Universal Declaration of the Rights of Man". (United Nations, 10th December, 1948).
  - b. To encourage the creation of patterns and networks of communication which, in sponsoring the free circulation of essential information, would enable everyone within the group to feel informed, concerned, responsible and part of a team.
  - c. To behave on all occasions and in all circumstances in such a way as to deserve the confidence of all those with whom they come into contact.
  - d. To take into account the fact because of the public character of his profession, his behaviour, even in private, will have an effect upon the judgments formed about the profession as a whole.

#### Obligations:-

Obligation related to those responsibilities which must be undertaken.

- 1) To respect, in the exercise of his profession, the moral principles and rules of the Universal Declaration of the Rights of Man.

- 2) To respect and uphold the dignity of the human person, and recognise that each individual had the right to form, by himself, his own judgment.
- 3) To create the moral, psychological and intellectual conditions of the true inter-change of the ideas, to recognise the right of the parties involved to explain their cases and express their points of view.
- 4) To act, in all circumstances, in such a way as to take due note of the respective interests of the parties concerned, by constantly establishing the relationship between, on the one hand, the needs and wishes of the publics concerned, and, on the other hand, those of the organisation.
- 5) To respect his promise and engagements, which must always be arranged in terms which do not lead to confusion and act honestly and loyally on every occasion, in order to safeguard clients or employers.

## GLOSSARY OF NEWSPAPER AND PRINTING TERMS

Journalism has also its own technical terminology like either subjects. The knowledge of these terms is very essential for a journalist. You will come across with many of these terms quite often in the journalistic profession.

Following are the most commonly used newspaper and printing terms which you should try to learn.

TermsMeanings

**AA's:** Abbreviation for author's alterations.

**ABC:** Audit Bureau of Circulation, which certifies the audited statistics on the circulation of a publication.

**Accredited:** Journalist -- Senior journalist having accreditation card from the information Department.

**Ad. or Adv:** Short for advertisement; generally displayed advertisement.

**Add:** An addition to a copy or a news item already sent; later information added to a story already written or in type.

**All in hand:** It is said when all the copy has been given out to the compositors.

**AIR:** All India Radio.

**All up:** All the copy has been set.

**Alignment:** Ranging of type along its base line. It is also the horizontal and vertical ranging of columns.

**AP:** Associated Press, name of an international news agency.

**APA:** Associated press of America.

**APP:** Associated Press of Pakistan (A National News Agency).

- Apprentice:** Novice of profession.
- APNEC:** All Pakistan Newspapers Employees Confederation.
- APNS:** All Pakistan Newspapers Society.
- Art Department:** Department of a newspaper where art work is done.
- Art Work:** Photographs, drawings, illustrations etc.
- Assignment:** News Gathering task allotted or assigned to a reporter.
- Asterisk:** A star shaped character (\*). It is used in a text to link it with a footnote.
- Bank:** 1- A deck or a section of a headline; usually refers to decks below the first. 2- The table on which the type is designed as set.
- Banner:** The main headline stretching right across the top of a page over all the columns.
- Beat:** The particular subject or area which is assigned to a reporter to cover.
- Binder:** A small banner head across an inside page.
- B.B.C:** British Broadcasting corporation.
- Bleed:** An illustration placed on the edge of a printing area, so that when the paper is trimmed the picture is at the edge without margin.
- Blind Interview:** Interview story that does not disclose the name of person interviewed.
- B.F:** Abbreviation for black-fact or bold-face type.
- Blocking Out:** Eliminating undesirable backgrounds and portions of a negative by opaquing the part.
- Blow-up:** An enlargement.
- Body matter:** The part of a story of an advertisement which is not set in display type, that is not headlines.
- Body type:** Type in which greater part of newspaper text is set, usually 8-10 point.

- Box:** An item ruled off on all four sides with a rule or border, to enclose short important news and tabular material.
- Box story:** News story or feature enclosed in a box.
- Break:** The moment when a news story begins; point at which a story turns from one column to another; a story breaks when it becomes available for publication; news is said to "break" when it happens.
- Break back:** In make-up to begin with the end of the story and place the type in. The expression is used in jumping (or continuing) a story to the back or inside pages where this bottom of the story is placed in the farthest column to the right and the story placed until all is in. Then the remaining columns to the left are filled with other matter.
- Break in:** A term generally applied to heads where the lines contain white space on the side.
- Brief:** A short news item.
- Blurb:** A publisher's commendatory description of a book commonly printed on the jacket.
- Boil down:** To reduce a news story in its length in wording.
- Border:** It means the line rules used to form a box in display.
- Bulldog:** Name given to an early edition or edition at irregular hour.
- Bull:** The first edition of side.
- Bulletin:** Significant last-minute news item on an important event.
- By-line:** Name of a reporter or contributors printed above the story.
- Caps:** Capital letters.
- Cabelese:** The skelentoized and telescoped language used in transmitting message by cable to reduce charges.
- Caption:** Descriptive wording beneath or beside an illustration.

# EXPLORING JOURNALISM

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- **Carbro:** Full colour photograph, often used as an original for colour reproduction.
- Case room:** The room where printers work.
- Cast off:** To estimate the space a type script will take when set up in a certain type size.
- Catch line:** A word or phrase written or typed at top of a sheet of Copy for identification and reproduced on the takes on galley.
- Chase:** A metal frame in which type and blocks are assembled and then locked before printing.
- Cheese Cake:** The photograph in which the female form is more than ordinarily revealed.
- Circus make-up:** A page given over to heavy display, with numerous large spread headings, blocks and multiple-column lead.
- City-desk:** Department of a newspaper dealing with the local news.
- Circulation:** Number of the copies sold.
- Classified:** It refers to small advertisements printed in particular small type and classified by subject, e.g. "Matrimonial", "To Let" etc.
- Clean Copy:** A copy without errors, well edited. **Clean Proof:** Proof needing but for correction.
- Clipping:** A cutting of an item from a newspaper.
- Code:** The figures and points printed by a teleprinter either in an effort to conceal the message or because the machine is out of order and till not shifts back from the figures of points to the letter.
- Col:** Abbreviated form of column.
- Col. Rule:** A light rule frequently used to separate columns of type.
- Columnist:** Journalist regularly writing a newspaper or periodical with a permanent label headline on his writings.

## GLOSSARY

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- **Comp:** An abbreviation for compositor, the man who composes, or translates, transcript into metal type. Also printer's term for the man who sets type by and or by machine.
- Copy:** All manuscripts, editorial material sent to case room for setting. A term applied to a composed or calligraphed matter which goes to print in a shape of one plate or one stereotype.
- Copy-Cutter:** An employee of the composing room who controls the flow of news copy to the compositors.
- Copy holder:** A partner of a proof reader, who reads the original loudly to enable the proof reader to compare it with proofs.
- Creed:** The telegraphic type-writer (teleprinter) by which newspaper offices receive messages from news agencies.
- Correspondent:** A reporter who is on duty away from the office of the newspaper.
- Cover:** To gather news about an event.
- Copyright:** Formal legal procedure for protecting "exclusive use" to authors, photographers, and the other artists of their creative work.
- Applies specially to style of presentation.
- Copy writer:** Creator of verbal portion of advertising messages.
- CPNE:** Council of Pakistan Newspapers Editors.
- Credit line:** A line of giving source of copy or illustration.
- Crop:** To cut down a photograph or a plate in size.
- Crossline or Crosshead:** A single line heading placed in the text of a story and centred in the column width.
- Curtain:** A headline ruled off on three sides.
- Cut or block:** Deletion of matter in typescript or print, or to cut out portions from a story.
- Cuttings:** It refers to extracts from newspapers filed in a newspapers library under subjects or personalities.

**Cub:** A beginner in reporting.

**Cut-off rules:** A strip of metal which prints up as a straight or wavy line to show that a story has been continued in another column or on another page. It is also used by some papers over and under blocks and boxed stories. Some papers use one-line cut-offs exclusively while other use one-line and two-line. An advertisement cut-off is a special cut-off used for separating advertisement from each other and from text matter.

**Deadline:** The time by which a copy is required

**Date-line:** Line containing the place from which a story is sent with date, usually appearing above the news item.

**Dead:** Composed type once used and not to be used again.

**Dead Stone:** The storage place for composed type that has been discarded before it is remedied.

**Desk:** It refers to the sub-editor's desk.

**Display:** That size of type larger than body type which is used to attract attention. Use, rather than size, determines difference between body and display types.

**Display ads:** Large advertisements, usually containing illustrations.

**Display type:** 1- Types that have heavier or larger face than the type usually used for the text of books, articles or advertisements. 2- Display type may be small but still have heavier face than the text type.

**Distributing:** The act of putting back loose type in the cases.

**Drop-line:** A heading set in stair-step fashion.

**Drop-letter:** An intro beginning with a display type much bigger in proportion to the text type.

**Double:** The same item appearing twice in the same issue of a newspaper.

**Dummy:** It is an experimental printing, not for public view or a plan of the newspaper showing the position of advertisements, stories, illustrations etc.

**Ear (s):** It is the advertising space at the top left and right of a newspaper front page on either side of the title.

**Edition:** The total copies of a newspaper printed at one run.

**Em:** It is space of the same point width as the depth of the body so named because the letter M in early founts was usually cast on a square body. It is a standard unit of measurement equal to twelve points (the pica em) known as a "mutton".

**Embargo:** The fixed time given for the publication of a story before which it should not be released.

**En:** It is a measurement of space equal to half an em, known as a "nut".

**End:** The conclusion of a story, required to be put at the end of the final sheet of copy.

**Engraving:** A metal plate bearing an illustration or a printing plate produced by an etching or cutting process.

**Family:** All the types of any one design including all the styles widths and compose a family, for instance, the Bodoni family.

**Flag:** 1- Also called masthead. The announcement of the paper's name and terms of subscription usually at top of the editorial column. 2- A lead of piece of paper such in type to indicate to the printer that a change or addition is coming from the editorial.

**Feature news:** Material developed out of current happening as background information or "with" story.

**Feature Editor:** Editorial staff incharge of features.

**Feature:** It is an article of background information or personal opinion usually by a named writer appearing on the "feature pages".

**File:** To send a story by telephone or cable.

**Filler:** Short item used to fill space.

**Five W's:** Who, What, When, Where, Why, term to denote possible elements that may be included in summary lead paragraph. Also called 5 W's and H to include "How".



**Flash:** A short message of no more than a few words by telephone or teleprinter giving the first information on an important news story.

**Flinsey:** Copy on tissue paper that press agencies use for distribution to newspaper of telegrams. Such copy can be handled best in the composing room if it is pasted upon another white paper, but it is well to edit it either before pasting or the paste is dry.

**Flush:** Set against the margin without indentation. A flush left head is set with all lines beginning at the left hand side of the column.

**Flush paragraph:** A paragraph without indentation.

**Folio:** It is a sheet of a copy usually associated with numbering. (First, second, third, folio of a story).

**Follow up:** A story giving later development of one printed earlier, some as a second-day story, also a subsidiary story following a big lead, and relating the same or similar subject.

**Follow dash:** A dash about three inches shorter than the end dash, to separate a follow from the main story.

**Font, Fount:** A complete set of type, consisting of all letter of the alphabet and other symbols in their normal proportions.

**Forms:** Type-matter, including blocks, locked up in a chase ready for printing.

**Forms:** The page of type made and locked up.

**Free-lance:** A journalist not on the staff of any newspaper but usually contributing to several newspapers.

**Fudge:** The Stop Press areas on the front and or back pages of the newspaper, into which late news may be inserted during the print run of a newspaper.

**Furniture:** Spacing material, either of metal or wood, ranging in thickness from 24 points up.

**Fourth Estate:** Term applied for journalism, the Press, newsmen. In feudal Europe, three estates were nobles,

clergy and common, fourth was not official but so named in deference to influence of press.

**Galley:** A metal tray on which type is assembled, a three-sided metal or wooded tray used to contain composition before it is placed in a chase, oblong tray for holding type, proof of matter set in such tray.

**Galley Proof:** A proof taken of the matter in a galley before it has been made into a page.

**Glossy paper:** A shiny photographic paper preferred by photoengravers.

**Gossip Column:** A personality column usually written under a real or fictitious name.

**Half-tone:** A picture that is photographed on metal through a screen and chemically or electrolytically etched.

**Half-stick:** A portrait block half a column width also known as a thumb-nail.

**Handout:** A story sent round to newspapers by a public relations department.

**Hanging indention:** Indention that results when the first line is set full and succeeding lines in the same paragraph are indented from the left hand side.

**Headline:** Heading, label or caption placed over news, columns, articles etc.

**Hell-box:** A box into which discarded type is thrown.

**Hold:** An instruction marked on copy usually as "set and hold" to ensure not put into the newspaper.

**House Style:** Domestic rules in individual newspapers governing type faces, layout styles, peculiarities of spelling, and punctuation etc.

**Human Interest:** Feature or news material with high emotional or dramatic appeal.

**In-depth-reporting:** News items with explanation, background, interpretation.

**II NA:** Abbreviation for Islamic International News Agency.

**Interview:** Story obtained by talking with individual. Also, act of such talking.

**Intro:** The introduction to a story, introductory paragraph.

**Inverted Pyramid:** Style of newswriting starting with most important facts first and following paragraphs containing information in descending order of interest.

**Italic:** A variety of many type faces with the lettering sloping to the right.

**J. D:** Diploma in journalism.

**Job:** It means a reporter's particular assignment.

**Jump:** To continue a story from one page to the next or from one column to another.

Also called "breaking" and "continuing".

**Justifying:** Spacing between words of a line so as to fill a column or spacing between lines or paragraphs of a column to fill up a column.

**Kill:** To discard all or part of a story.

**Layout:** The newspaper page designed in pencil for the guidance of the printer, compositors, Copy-pasters or Art editors.

**Lead:** The main story in a newspaper or the first paragraph in a news story giving the main facts. (It is pronounced as 'led').

**Leader:** An editorial article of a newspaper.

**Legman:** Staff-member who gathers news then transmits information to rewrite man who does actual news writing.

**Libel:** False and malicious defamation, includes type, pictures, cartoons, drawings.

**Lift edition:** An edition in which only one or two pages are revised, usually to make it upto date without major changes in the content.

**Ligature:** A group of letters formed as one character, i.e. ff, fi, se etc.

**Linotype:** First linecaster machine which casts relief type in lines instead of an individual characters.

**Lithography:** Writing with stone. Printing method that uses repulsion between ink and water to transfer image from stone surface to paper. Modern development, offset, uses metal or zinc plates prepared photographically instead of manually as in lithography, which today is used basically as fine-art form.

**Lobster trick:** The early morning shift after the last regular edition of a morning newspaper or before the early editions of an after noon newspaper.

**Make-up:** The process of assembling a page, or the art of putting effectively and artistically matter on the pages.

**Machine:** A composing machine (Linotype, intertype, monotype etc).

**Matrix:** The mould from which the letters on the slug of a composing machine are cast.

**Mass Media:** Mediums of mass communication, i.e., Radio, Television, Newspapers.

**m f:** An abbreviation for "more follows". This is typed at the foot of every folio of a copy up to the last.

**Masthead:** Matter printed at the top of the editorial column, stating the title, publisher, place of publication, motto of the paper etc.

**Must:** An item which must be published.

**Nameplate:** Flag, title or name of newspaper on the front page.

**N C N A:** New China News Agency, (an abbreviation).

**News:** Reports of any thing timely which has importance, use, or interest to considerable number of persons in publication's audience.

**News editor:** In-charge of news department.

**News Conference, Press Conference:** A meeting of journalists called by any important person or persons to give them his/their view point on a certain issue.

- Newsprint:** Relatively inexpensive paper usually used to print newspapers.
- Newsroom:** Areas of a newspaper office where news are edited.
- News Values:** Qualities of news which increase the importance of news, i.e. Freshness, Approximately.
- N P T:** National Press Trust.
- Obit:** An obituary or a dead person's biography.
- Offset:** Planographic printing method in which image is lithographed from metal or paper plate into rubber blanket, then "set-off, onto paper. Technically this is offset lithography, although the second word is commonly dropped.
- Personality:** Novelty, Result and Human interest etc. Pica: Old name for 12 point.
- Piece:** A news story or feature article.
- Pix:** Abbreviation for pictures.
- P F U J:** The unit for measuring the height of type. One point is 1/72 inch.
- Pony Service:** An abbreviated telegraph service delivered by telephone or by telegraph.
- PRO:** Public Relations officer.
- Puff:** A free advertisement in editorial matter.
- Pull:** A proof taken from galley or forms.
- Pipeline:** Special source of a reporter for information.
- Play up:** To give prominence to some aspect of news.
- Press Release:** Information given to newsmen or sent to publication.
- PFUJ:** Pakistan Federal Union of journalists.
- P P I:** Pakistan Press International (News Agency)
- PTI:** Press Trust of India.
- P U J:** Punjab Union of journalists.

GLOSSARY

- Proof:** An imprint of set type used in correcting errors or calligraphed script before correction.
- Proof Reader:** Person who reads proof to correct errors.
- Pyramid:** A headline deck set in inverted pyramid form.
- Quoins:** The metal wedges used to make type fast in the chase. The quoin key is used to tighten the quoins. Rocking up is tightening the quoins so that the forme will lift.
- Quote:** Quotation mark.
- Re write man:** Sub-editor is also called as re-write man.
- Read Out:** A headline or deck subordinate to a streamer or a large news display head.
- Reglet:** A wooden strip, six or 12 point thick, used for spacing.
- Retainer:** A regular fee which is paid to a freelance correspondent to retain his services.
- Revise Proof:** The proof pulled after a galley of type has been corrected.
- Rotary Press:** Printing press in which paper, fed from endless roll, is impressed upon curved surface by cylinder.
- Round up:** A comprehensive inquiry on one subject' often involving several reporters.
- Rough:** A preliminary layout, sketch or design.
- Run:** The period of printing an edition.
- Rush:** A copy to be set quickly.
- Rule:** A strip of metal that prints up as a line, column rules of between columns. Exclusive news story printed and circulated first.
- Scoop:** Exclusive news story printed and circulated first.
- Shirt tail:** An add or follow usually used as a short explanatory piece added under a three em dash to a telegraph story or of a short telegraph story similarly added to a total story.

- Side:** The sheet of teleprinter copy.
- Slant:** A flavour given to a newspaper story by editorial policy or prejudice.
- Sky line:** A banner run above the name plate on page 1.
- Slug line:** words or several words used to identify news copy.
- Small Caps:** An alphabet of small capital letters.
- Splash:** The main news story on the front page of a newspaper.
- Stencil:** Sheet with various opening through which ink is forced to reproduce written, typed or art material. Used in Mimeographing and silk-screen press.
- Spike:** a spindle on which, discarded copy is placed. Hence, to spike is to discard a copy.
- Stick:** The metal tray used to set type by hand. Also the tray into which the linotype delivers the finished line.
- Stone:** The smooth metal surface or table in the case room on which the printer makes up the page.
- Story:** An editorial item.
- Streamer:** A multi-column headline on the top of a page, not necessarily across it.
- Stereotype:** Process of making flongs from printing forms and casting printing plates from them. Also, plates thus made, also, standing, shortened to stereo.
- Stringer:** A correspondent who any assist a staff-man.
- Subbing:** The work done by a sub-editor, or editing a copy.
- Sub head:** A subordinate headline used to break up a solid expanse of type.
- Supplement:** A special section of a newspaper on a single subject. Sometimes it is planned with the advertising departments as a means of earning additional revenue.
- Tabloid:** It is the page half the size of a broad sheet, usually applied to newspapers of page size approx. 16 ins. X 11 ins.
- Take:** A short piece of copy being dictated by a reporter.

- Tape:** It is a news agency copy in teleprinter sheets.
- Tass:** A Soviet Union's official news agency.
- Tip:** A bit of information which leads to a story.
- Tip-off:** An information passed on to a newspaper by the public.
- Thirty dash or Telegraph rule or Tele rule:** The dash used at the end of every story except at the bottom of the page.
- Trim:** To cut the story down to its bare essentials.
- Turn:** Continuing a story in another column or page.
- Turtle:** A metal truck for transferring the forme from the stone to the mat rolling machine in the stereo typing department. In some offices the pages actually are made up on turtles instead of stones.
- Underscore:** To set a rule under a word or group of words or headline for emphasis.
- UFA:** United Press of America.
- U P I:** United Press International, United Press of India.
- Vet:** To examine a story for possible legal implications or danger.
- Wire Machine:** An electronic machine for transmitting, photographs by the telegraphic wires.
- Wrong Fount or W.F:** A letter from a type fount other than the one specified.
- X-height:** The height of a lower-class "X" in any size of type.
- Yellow journalism:** It refers to a newspaper or journal specialising in highly sensational stories.

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